

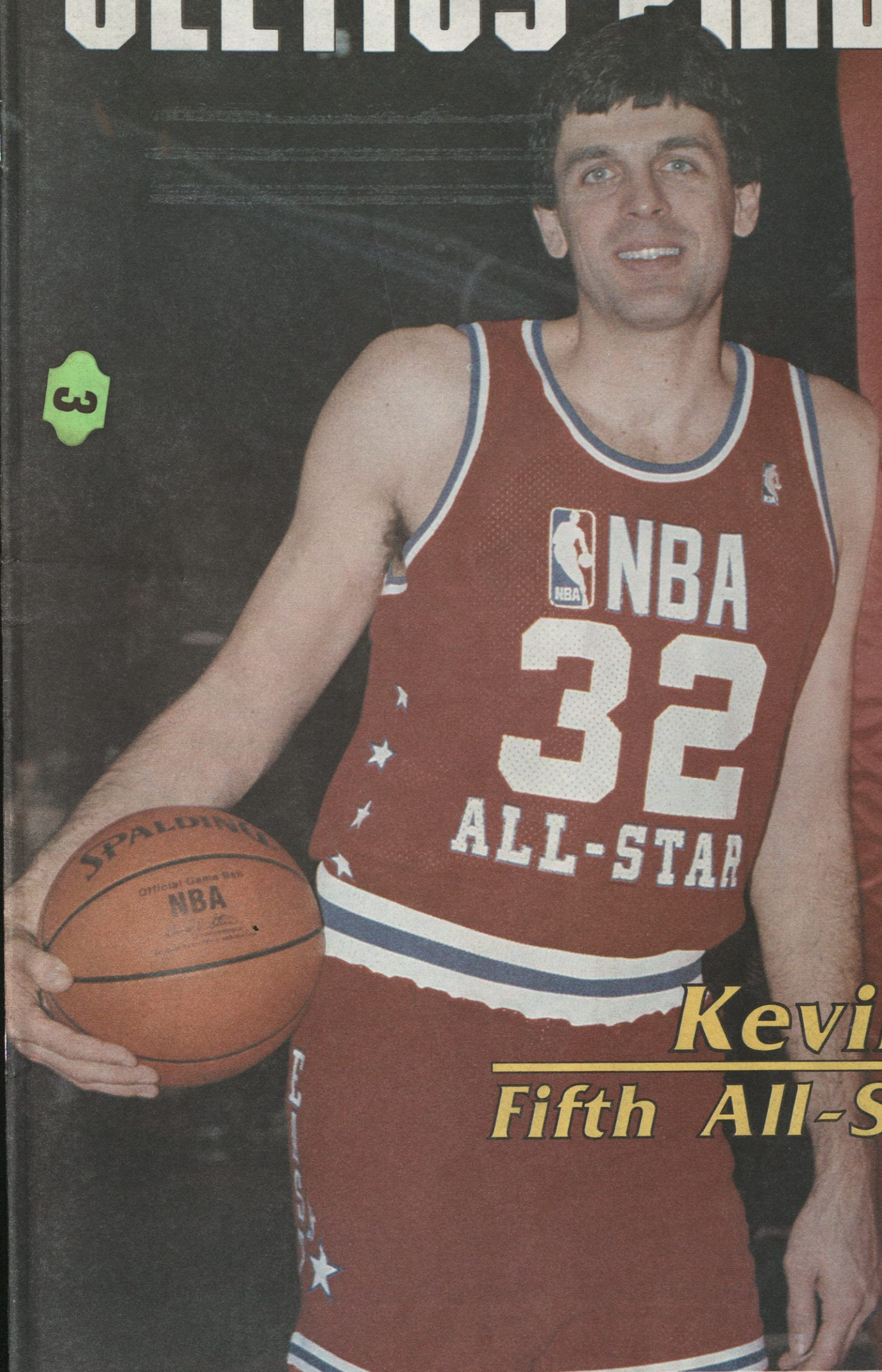
BOSTON CELTICS PRIDE



Volume 4, Issue 8
March 24, 1989
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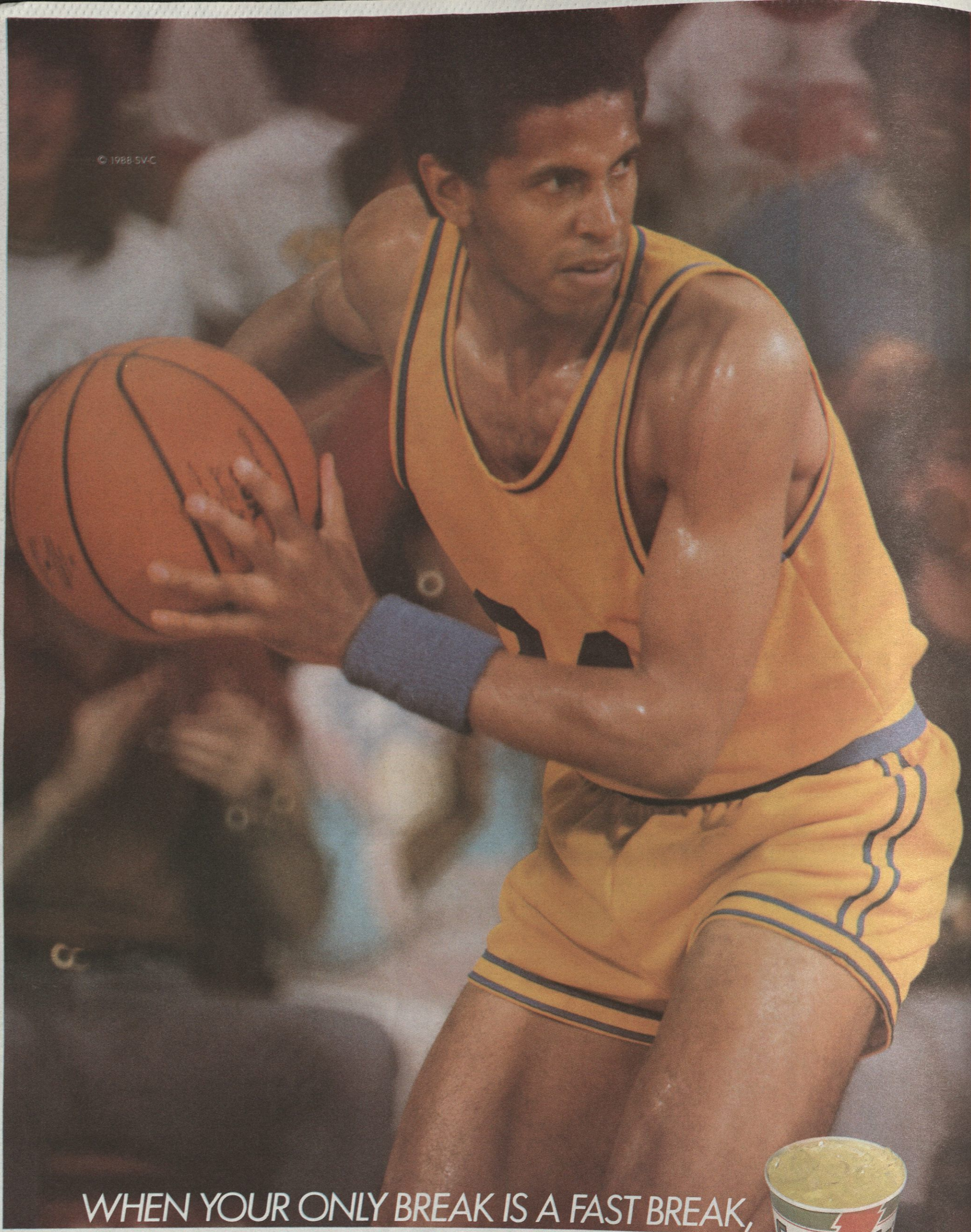


Kevin McHale
Fifth All-Star Season

HUFFY

Celtics Welcome Pinckney and Kleine

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BOSTON CELTICS PRIDE

Pepsi Hotshot Winners



Zachary Pierce, Diane Kerrissey and Heather Burroughs

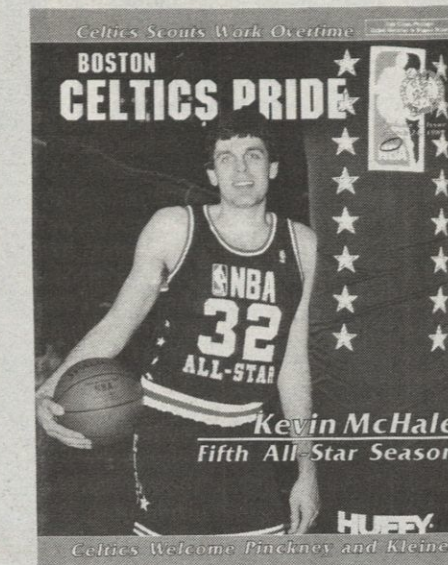
The 1989 National Champions of the Pepsi Hotshot Competition for the Boston Celtics ages 9-12 years old are Zachary Pierce from Kennebunk, ME with 127 points, and Heather Burroughs from Essex Junction, VT with

93 points. Pictured above are the two winners with Diane Kerrissey of the Boston Parks and Recreation Department who is also the Regional Coordinator for the Pepsi Hotshot program. Congratulations to all who participated from the Boston Celtics.

VOLUME 4, ISSUE 8
NUMBER 68
MARCH 24, 1989

Cover...

Kevin McHale is pictured here participating in his 5th All-Star appearance, held this year in Houston. Kevin's performances this season are more difficult, yet some career highs have already been established. Cover photography by Steve Lipofsky.



Features...

4 Consistent All-Star

Kevin's contributions to the Celtics this year have been evident. Now, the ability to remain fresh late in the game should make his game even better.

8 Celtics Welcome Pinckney and Klein

Following the recent February Road Trip, the Celtics traded Danny Ainge and Brad Lohaus to Sacramento for the services of Ed Pinckney and Joe Kleine.

16 Celtics Scouts Work Overtime

Already providing us with the services of Brian Shaw and Reggie Lewis, Celtics scouts are preparing for this year's draft, taking in as many as three games a day.

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All photography in this magazine is shot on Kodak film.

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MARCH 24, 1989

Fifth Season All-Star

Kevin McHale: Consistency through Adversity

Kevin McHale is walking briskly now, an hour and forty-five minutes after practice at Hellenic College has ended. Dressed in a pullover sweater and jeans in this unusually mild winter in Boston, he's headed home to spend the rest of the day with his wife Lynn and their three children, Kristyn, Michael and Joseph. McHale constantly puts in overtime at practice — working with the younger frontline players such as Brad Lohaus, Mark Acres and Ramon Rivas. He's also there to take therapy on his aching knees and foot.

A familiar scene at a Celtics practice is McHale encountering reporters seeking an interview but waving the writers away until later. "I'm still working!" he'll say, sometimes snarling, sometimes masking his feelings. His relationship with the press is sound; McHale enjoys playing basketball, understands his good fortune in making a substantial salary playing a "kids' game," as he puts it. As comprehensively as he understands things, he'll tell the press that he thinks of the team, their prospects, his own game.

But in this season of change and darkness in Boston, when a team of veteran champions have been in personal and collective conflict over injury, defeat, trade rumors and change, McHale's cheery manner this day is something of a mask. And he knows it. Despite another banner season in which he ranks among the league leaders in scoring (22.4 ppg, 15th in the league) and shooting percentage (.552 - 7th), regardless of his selection to the East All-Star Team for the fifth time and a proven track record as a winner, the 32 year old Minnesota veteran, in his ninth season, is under fire.

He was confronted with an undercurrent of criticism on the team's December roadswing through Denver, Dallas and San Antonio; before the Mavericks made two major changes in their lineup by acquiring Adrian Dantley and Herb Williams, McHale was rumored to be the Mavericks' target. General Manager Jan Volk emphatically denied the rumored trade, which would have sent McHale to Dallas in exchange for Sam Perkins, Detlef Schrempf and a number one draft choice. In fact, the mentioned trade wasn't close. But written reports of such exchanges, appearing in print, have contributed to the general feeling of unease in Boston.

"I want to stay here," McHale commented pointedly. "But there are certain facts of life in this league that you can't change. Rumors, for example."

"I have a certain attitude about playing basketball. It's my job — my profession, and I love it, particularly when we're playing well. Obviously, this has been our toughest year . . ."

McHale's game, a superb array of power moves consisting of feints, fakes, reverse flips and dogged positioning in the post, seemed to ascend to another level after the turn of the new year. He scored his season high of 31 twice, against Detroit and Seattle. He pulled down 18 rebounds, tying his career high in Detroit, and against the same Piston team in a rematch at the Garden, McHale carried the team with a 27-point, 13 rebound performance. More importantly, however, was his display of animation — of fire — that had been missing for months. This was a player of stature — the player who has been the All-



Kevin's Introduction at All-Star Festivities

Pro, the man who came into his own during the 1984-85 season when he scored a career high 56 points, the player most coaches thought the premier inside player in basketball from 1985 through 1987.

Then McHale suffered a fractured tarsal navicular bone in his right foot in March of 1987 when Larry Nance, then of the Suns, stepped on it during rebounding action. McHale nevertheless played on it, declaring that the team needed him and that he, like the others, was determined to try and win championships back-to-back.

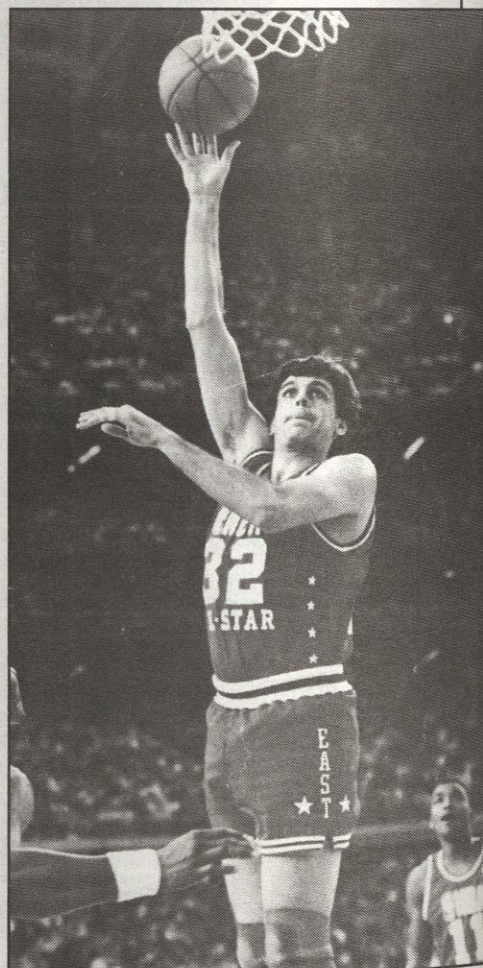
"Is there a dropoff in Kevin's game?" Assistant Coach Butch Beard of the Nets asked rhetorically last month. "Well, let me put it this way: all of the Celtic veterans have logged a lot of miles. There has to be a decline somewhere along the line. That's why it's so important that the Celtics begin rebuilding."

"Why hasn't Kevin blocked shots?" Bob Ryan of The Boston Globe wondered in

Sonics collapsed three men on the power forward, the Celtics failed to work the offense down the stretch and were defeated, 89-87. As Boston practically fell off the road during a gloomy trip West in February, this type of defeat contributed to a losing mentality. "That's the problem," Bird warned. "When a team loses, it becomes 'easy' to lose. Just like when a team's winning, you find ways to win." Bird also expressed concern that the team wasn't finding McHale enough in the post and worried what would occur if the team suffered a long losing streak.

Even as great courageous stars such as McHale, Ainge and Johnson play beyond themselves just to keep the team hovering around .500 and a playoff berth, praise for their efforts is balanced in the press with reports of possible moves. Especially with the uncertainty regarding Bird's own feet, the powerful showing this team had in its pre-season has been forgotten, when Bird felt well enough, and he was directing the remodeled running game, which in turn was alleviating the pressure from the inside. When one sees the season of Robert Parish and McHale's strong second half, this is the season that could have been.

"But you can't look at it that way," McHale observes. "You have to go out and play your game, with the players you have. When we had Bill Walton in 1986, we had strength in reserve, but he's not here now either. We could use some rest sometimes, but you play on. And sometimes you'd like to see the ball more inside, but we've been trying to learn a new system, trying to find new ways to win. You have to keep working, and hopefully when your turn to win comes around again, you've grown enough individually and as a team to win it all again."



Kevin's 1st Point Scored in All-Star Game

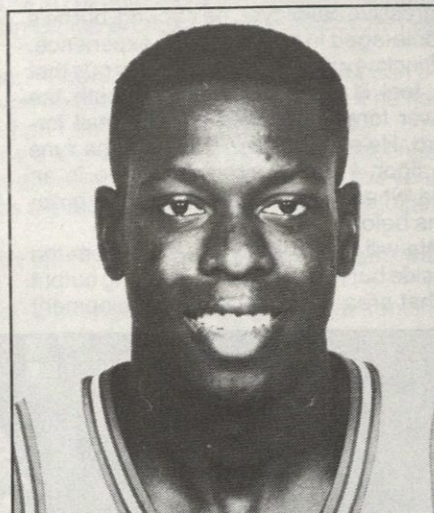
print this season. "Perhaps he hasn't ever been able to come all the way back from the foot injury."

McHale is a special player — one that Volk, Auerbach, Rodgers and K.C. fully appreciate. For decades, the Celtics have won championships by building on the assets of their stars and steering the opposition directly away from these players' liabilities. McHale's strengths, including his pride in shooting well, his scoring mentality and his shot-blocking art have been a staple for this era's championship unit.

This season has been a troublesome one for all concerned; McHale, playing without Larry Bird's all-around threat at the small forward spot has been testing his personal limits to merely reach his past level of achievement. For instance, the aforementioned 31 points versus Seattle all came in the first three quarters. McHale didn't touch the ball in the final quarter; the

A Two for Two Swap

Trade Winds Blow West for Ainge and Lohaus

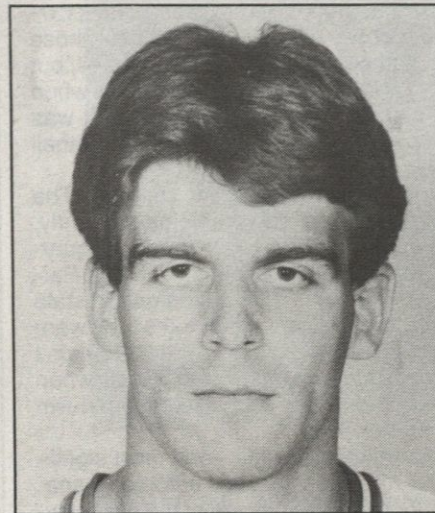


Ed Pinckney: Bench Strength

tremendous player for us." Rodgers commented. "He's been nothing but a real asset to the team. Danny is a great person, and we are sorry to see him go."

"To see the job Jimmy has done this year has been a high point," Ainge commented earlier. "We've had injuries and changes but even despite the losses, Jimmy's held it together. I always thought I'd be here my whole career," Ainge said. "I never seriously thought about being traded until this year."

"My years in Boston were great. I



Joe Kleine: A "Celtics Type"

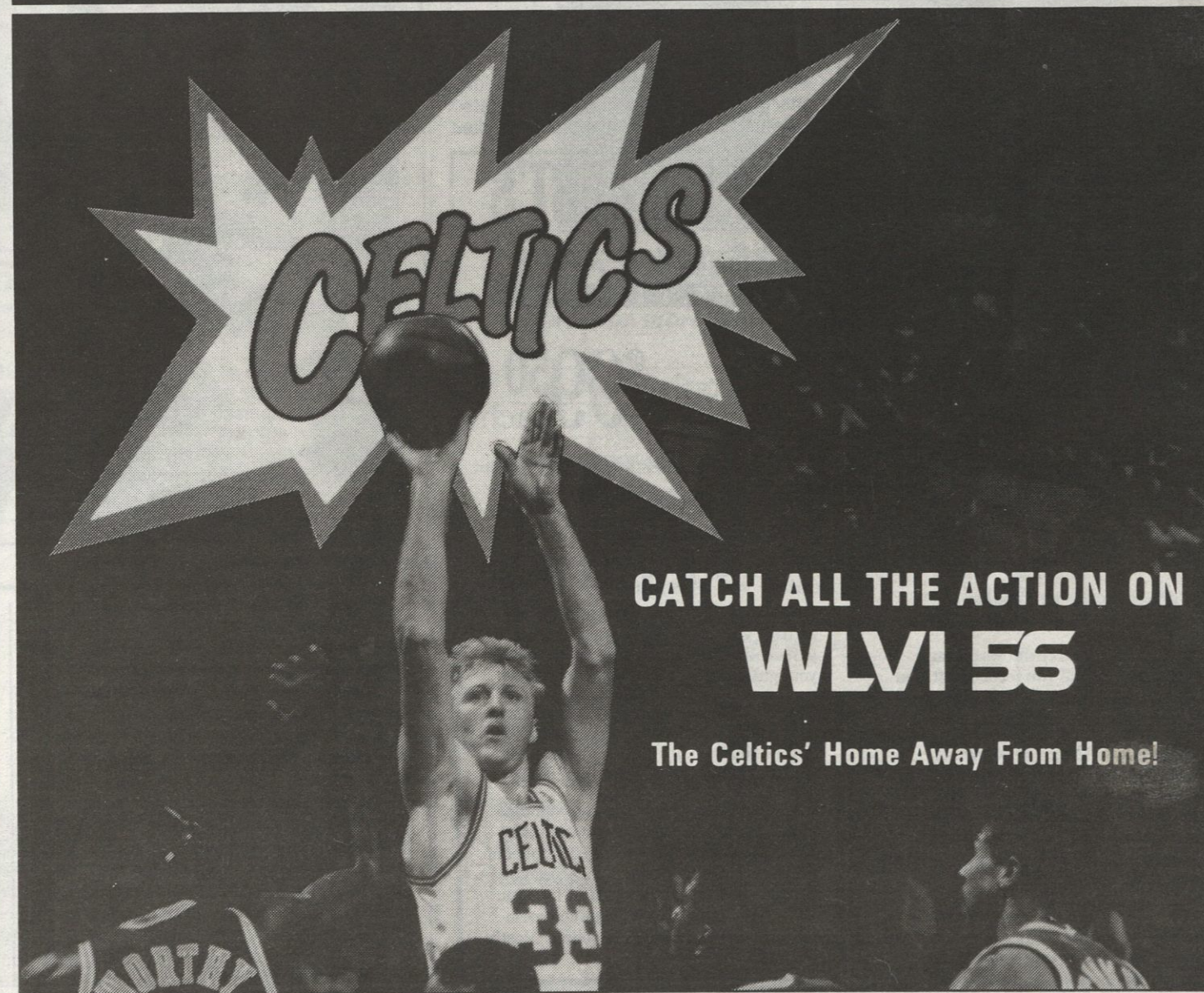
wouldn't trade them for anything. I've got my championship rings and nobody can take them away from me. I feel very fortunate to be drafted by the Celtics. I have no bad feelings toward anyone."

Time will be the judge of the decision to trade this great player. Time will determine the extent of Larry Bird's recovery, and whether the Celtics might have been able to fill the needs of backup players via other means. But interestingly, the trade of Ainge came during a peak trading period, when even a key player from the Pistons, who

went to the final minute of The Finals last season, was moved. In addition, Ainge was criticized, probably more than he deserved, as the team needed more from everyone, and Ainge, who had become more of a shooter during the past two years, needed to make a sudden adjustment to his game. Rodgers had moved him to the Sixth Man role and had asked for more point guard direction to augment his nearly 16 ppg scoring. Ainge played very well on the West Coast trip, implementing those adjustments into his game. But there wasn't enough time to wait, as the all-important frontcourt showed signs of faltering.

The crux of this trade at this time is—two role players such as Pinckney and Kleine of commensurate value with a player who has the great all-around skills and team personality of a Danny Ainge? It's a difficult solution to tease out: Pinckney is potentially an explosive player. He is a 26-year old, four year veteran, and 1st round draft choice.

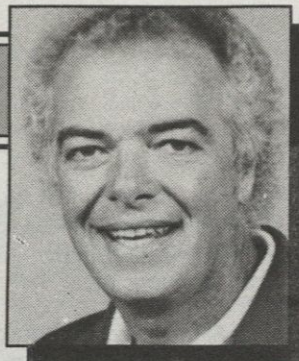
Kleine was the 6th player of the whole draft taken the same year as Pinckney. At seven feet, he has been a disappointment in the NBA, but he showed well enough earlier in his career to be picked by Bobby Knight for the 1984 Olympic Team, and this season, he has finally shown signs of confidence in his movements around the basket, something that the Celtics' brass obviously knows.



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The Celtics' Home Away From Home!





COACH'S CORNER

By Jimmy Rodgers

The Trade

The decision to trade Danny Ainge and Brad Lohaus—two men I like and respect very much—was made with the idea in mind that we move forward to improve our ball club.

Trading a player is the hardest maneuver a team is forced to make. Especially when we're talking about a player of Danny's caliber. His record speaks for itself; he was an All-Star last season which indicates that his career is still on the rise. He was a key player for us on two championship teams. We went through a lot together.

But as I mentioned above, at this time for our team, something had to be done. I remember the breakthrough on the deal very well. I had gotten off the red-eye flight from Sacramento last week after our (1-5) western trip and at that time, nothing was happening. The problem these days in the NBA—this era of salary caps—is that it's nearly impossible to do anything to improve your ballclub.

That afternoon, Jan Volk made an important move and the deal began happening.

Our recent road trip starkly pointed to our problems as a team. We had two

subpar outings in Houston and Utah (137-123 and 129-114 defeats) but after those two games, I thought we played well, but only for 2 1/2 to 3 quarters. That was when we hit our self-perceived wall. That was when we would hit our limit as a basketball team.

We are not immune to criticism. The press reported our problems diligently. We were wearing down in the fourth quarters because our big people, Robert Parish and Kevin McHale, couldn't sustain their efforts in the long minutes they were being forced to play. Fatigued, we didn't seem to have the answers as a team when we needed a player to take control down the stretch.

Our injury problems—and most significantly, the injury that has enforced a season-long absence of one of the best players in the game, Larry Bird—also anchored us, like a steel ball and chain. We weren't able to run the ball up the floor in uptempo fashion as much as we would have wanted because of all of these problems.

These factors really influenced our decision to make a deal. We saw the potential to add two solid ballplayers and augment our front line manpower. In acquiring Eddie Pinckney and Joe Kleine, we now have much better depth. It all reduces down to a very elemental situation in NBA life these days: if you want to play an uptempo game, you need several good athletic players to play it. We feel Pinckney and Kleine possess the type of skills to enable us to compete now.

Kleine is a strong backup player, one who is able to mix it up underneath, and after getting a rebound, he's demonstrated a good outlet pass. He's a wide-bodied

aggressive ballplayer, he's young, but he's middle-aged in terms of NBA experience.

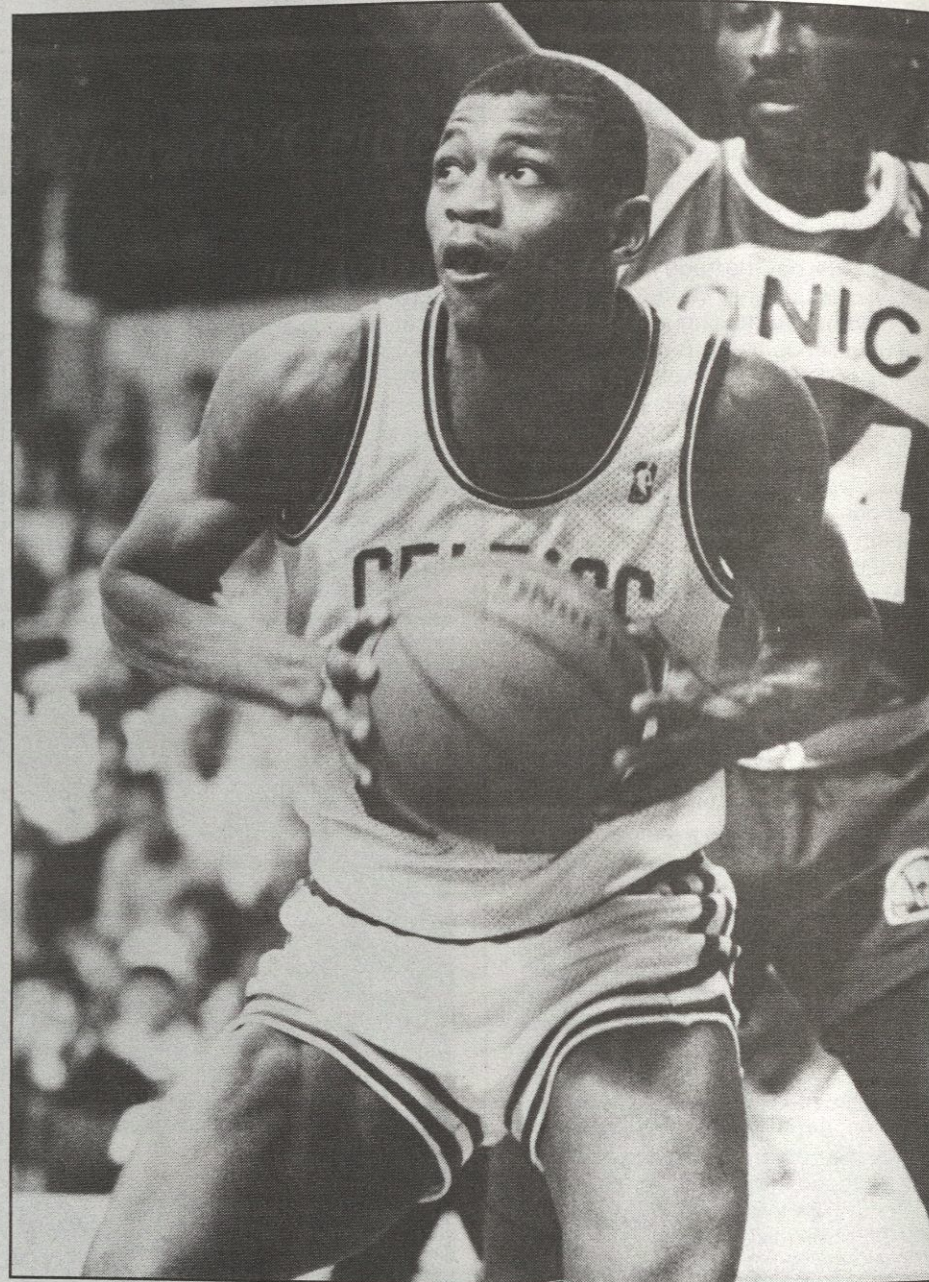
Pinckney is a versatile player, a guy that we feel is capable of playing both the power forward as well as the small forward. He's solid defensively and he runs the floor. I think we're now strong in an area where (quite frankly) we had problems before.

We will miss Danny's offense from the outside but we think we have strong output in that area. Reggie Lewis' development

if you make the style of your play adjust to your personnel. We're looking to run the ball up the floor constantly now. Looking for the transition basket at every opportunity. Swinging the ball in the early stages of the halfcourt so that the quickness of players such as Brian, Reggie and Eddie can be utilized to its fullest.

The increased manpower should help us offensively. I won't say that we won't miss Danny's quickness and all-out hustle on the defensive end. However, Pinckney's quick and Reggie and Brian have excellent instincts and quickness defensively. We think Kleine's contributions behind Robert and Kevin will help those two excellent defenders be that much better.

I understand only too well how unraveling these changes might be perceived by



Reggie will be utilized to the fullest

has been important here; Reggie's played small forward almost exclusively in Larry's absence this season, but originally, we conceived of him as a swing player. Of course his emergence this year has confirmed his ability as a player in the league, a guy you can turn to to create offense and get points either on face-up drives or outside shooting. We feel very confident with Reggie at the off-guard. We have Jim Paxson coming off the bench. And we've felt better and better about our guard play in general; Brian Shaw and Dennis Johnson played extremely well on the trip, getting us off to big leads in several of those games.

It's been in our thinking all along that you maximize the strengths of your team

our fans. To reiterate: Danny's a fine person and a great player and Brad's work ethic and team personality are exemplary and inspiring in their own right. We hated to lose those guys. There's the old cliché, "When everything is said and done, usually more is said than done. Our hopes of improving ourselves as a team seemed to be nothing more than an unfulfilled wish as the trading deadline approached. But when it comes down to it, when you see an opportunity to make a choice, a move to improve yourself and you think it's right, you have to be aggressive and do it. Given the considerations and the needs of our basketball team, the trade is something we felt we had to do to continue to improve.

NOTES AND QUOTES

The trade of the Celtics that sent Danny Ainge and Brad Lohaus to the Kings in exchange for Eddie Pinckney and Joe Kleine was of course a topic of intense interest when the Celtics played the Bucks in Hartford last week. Jimmy Rodgers and Bob Ryan, columnist for *The Boston Globe*, exchanged ideas about the new players.

"I think the trade will work," commented Ryan. "I know one thing that Pinckney can do that he hasn't done thus far in the pros: in College, he could get to the (foul) line. If he has the chance to play and it's in the right system, then I think that will be seen here."

"Joe Kleine is a far, far better shooter than he's shown in the NBA, too," commented Rodgers. "He's had a rib injury and that's had his shooting down at .367. But until this year, he's never shot below 46%. And in college, it was around .600. That's the real Joe Kleine."

Tom Heinsohn, commented that he wouldn't break up the nucleus of the team, was skeptical. But took a wait-and-see attitude.

"My opinion is the team saw they needed backup strength, and they gave up a frontline player for two players who haven't proven themselves capable of being frontline players yet. Will one of the players win a starting position? Over Robert Parish? At small forward, over Larry Bird? No.

"I think we'll see for sure next season. This is the worst time of the year to make a trade. There's no practice time to bring guys into the system. I think that if by this time next year these guys aren't frontline-caliber players, then we might have seen something less than a great trade."

After the Bucks were defeated last week by the Celtics, Del Harris, the coach of the Bucks, moaned about his team's defense. As well as their attitude.

"I think we've gotten into some bad habits over the past 5-6 games," he said with resignation. "So I held two practices devoted exclusively to defense."

"So what happens? We played worse defense than we've played all season." "The Celtics played well—and because of the trade, they were reduced to playing with only nine players."

According to college basketball expert Dick Weiss of *The Philadelphia Enquirer*, the college basketball season is winding down to an exciting conclusion. The reason is there are two outstanding players and plenty of all-around teams that are capable of winning it all.

"The Player-of-the Year should come down to Danny Ferry or Sean Elliot, and both Arizona and Duke have a chance of winning it all.

"But that's still conjecture; what isn't though, is the parity among the teams in the college ranks. I've seen a number of teams that could win it. And I think the level of play has increased this season as well, too. The college draft will be better than most people anticipated."

Finally, another observation on the trade of Ainge from Glenn Ordway, the color analyst of Celtics games on WEEI-Radio. "It's a good trade. It finally gives Jimmy the players to work with. It gives the team a future, even though I think the team's a few players away, and it'll be an important draft."

"The quality I like about Pinckney: He can dunk the ball! It's the highest percentage shot in the game. I think with Bird back and a good solid draft, the Celtics will be back in the top echelon."

Find the missing NBA team

By Jim Tuberosa

There are 25 teams in the NBA. The following are clues to 24 of those teams. Your mission, if you choose to accept it, is to find the missing team. Some of the clues are tricky so I'll give you a few examples from our NFL version of this trivia teaser: Army insects was the clue for the Giants. Get it? Six rulers was the clue for the VI Kings (Roman numeral for six). And miniature scuba gear was the clue for the Doll-fins. Now that you've been forewarned try these NBA clues and good luck...

- Engines won't run without them
- Short pants
- Our forefathers
- Scalper's business
- A must for playing tennis
- They give milk
- The most famous was green
- They stopped at Harry's desk
- Known as warmongers
- They just trot along
- L's from Boston University
- Pioneered by Louis Armstrong
- New York City high kickers
- Wild or untamed
- These are golden
- They jingle
- They keep you out of the kitchen
- Unruly dogs in Paris
- They're really stars
- Very seriously concerned
- They made their hometown boom
- They've always been first
- Beaten by aces every time
- At the rate of 151

Of course, by now you've figured out the missing team is the Cavaliers.
(1) Pistons; (2) Knickerbockers; (3) 1776ers; (4) Sell-it (Celtics); (5) Nets; (6) Bull-ettes (lady bulls?); (7) Green Hornets; (8) Bucks (Truman); (9) Hawks; (10) Pacers; (11) B.U.L.L.S.; (12) Jazz; (13) Rockettes; (14) Mavericks; (15) Nuggets; (16) Spurs; (17) The Heat (Too hot?); (18) La-curs (Lakers); (19) The Sun(s); (20) Worriers (Warriors); (21) Sonics; (22) Trailblazers; (23) Kings; (24) Clippers (Roman numeral).

ANSWERS

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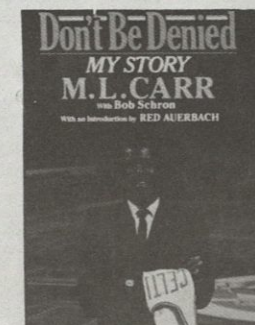
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Rebuilding The Warriors

Don Nelson's Working his Magic Again

It's happened again. Don Nelson, long considered one of the finest coaches ever in the National Basketball Association, has taken over a group of disparate players and molded them into a team. Assembling a unit that features an adroit passing game on offense, marked intensity on defense, and cohesion that has enabled two stars to emerge even as the "franchise" player has been out injured most of the year, Don Nelson has transformed the Warriors from the 20-62 also-rans of a season ago to a strong playoff contender.

Strong — if Ralph Sampson, the much-maligned center of the Warriors, makes it back this year and can play up to his past performances during the Houston Rocket days.

"We're very pleased with the way the team has developed," Nelson commented recently. "We think Mitch Richmond is an outstanding player and he's been everything we've asked for as a rookie."

There have been several key factors in the Warriors' emergence this season. One has been the formation of a small unit that has won several close games, giving the

"The Celtics are finding that out now with Larry (Bird). And knee problems are especially tough for big men."

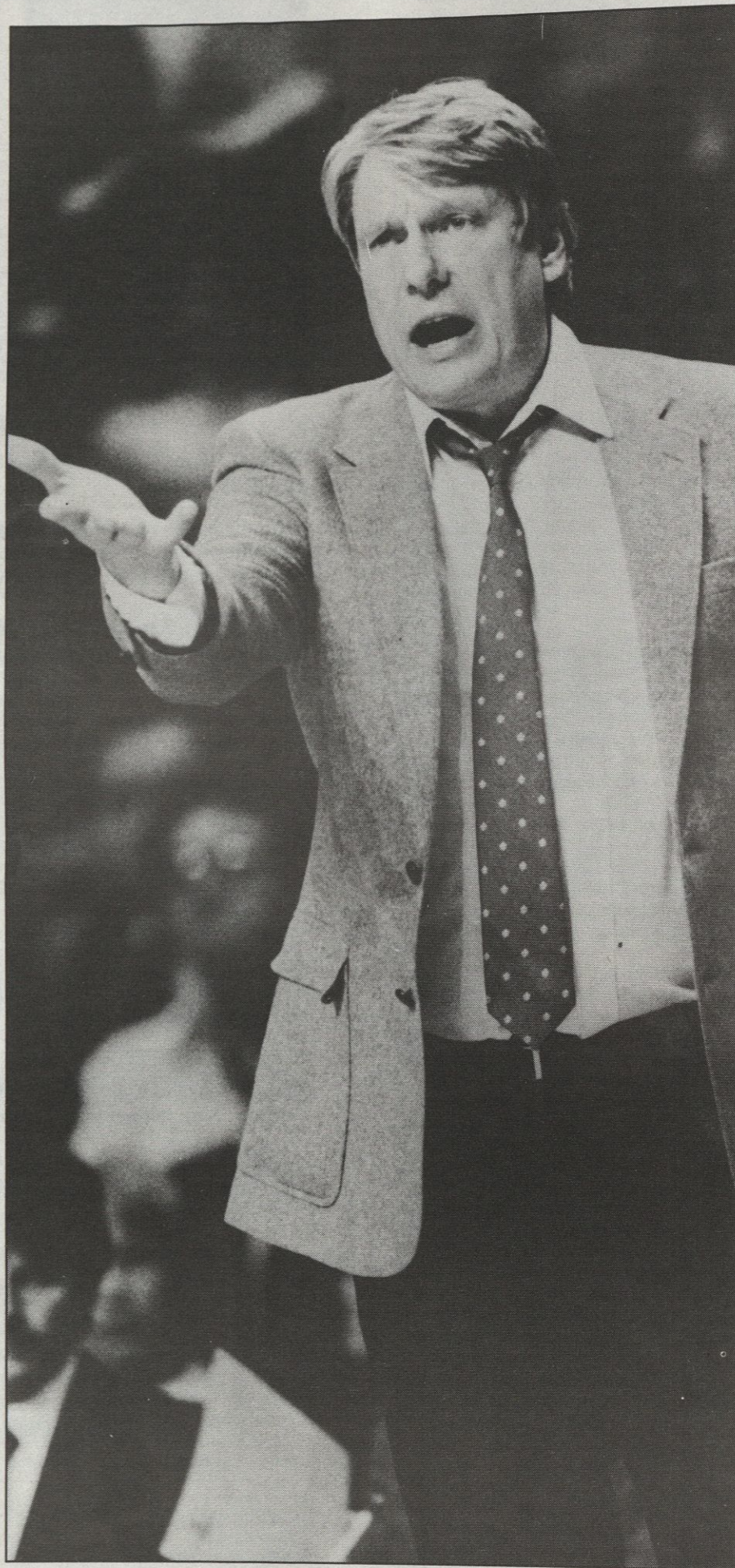
... Don Nelson

Warriors strong play from the beginning of each contest. Nelson has started Larry Smith at Center — Smith, the former power forward, is only six-foot-eight. Also starting at various times at forward have been Terry Teagle, Otis Smith or Rod Higgins. The guards have been Richmond and Winston Garland. The key player in the team's development, however, has been Chris Mullin. Employing Mullin in much the same way he used Paul Pressey in Milwaukee — at point forward — Nelson has been able to evoke the best play out of both the former St. John's All-American and out of his team.

About Mullin (who was a major disappointment last season largely because of alcohol problems), Nelson stated to *The New York Times*' Sam Goldaper, "When I first got here, all I heard about was how good he was. But he wasn't that good. He was an alcoholic and overweight and I wasn't particularly pleased with Chris defensively. It's all different now. Everything that has happened in his life has been positive as far as the Warriors are concerned. Chris has got his life together. There isn't anything he can't do on the basketball court. Before, he was just a scorer. He could shoot with range, hit the open jumper and do his little things whether he was in shape or not. But now that his body is his again, he's driving and passing more and getting the ball more."

Mullin has been the dramatic difference on the floor for the Warriors offensively. He averaged 20.2 ppg in 60 games last season; this year he is sixth in the league in scoring at 27.1 ppg and an All-Star.

"There's no question that Mullin is now one of the league's better players," offered the Celtics' Robert Parish recently. "He's showing he can take command and do the



Don Nelson: Coach of the Year?

little things that win ballgames."

Another key development in the Warriors rise this season has been the standout play of reserve center Manute Bol. Bol recently broke the regular season record for blocked shots over a season for the Warriors' franchise — this in fifty games.

He has played approximately 20 minutes per game, yet he is ranked second in the league in that category at 4.2 rejections per contest.

So despite the absence of Ralph Sampson, who came to the Warriors in a much-discussed deal in January of last

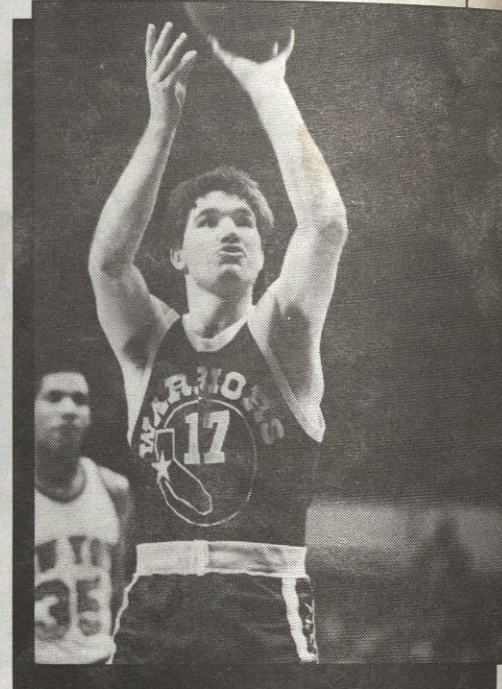
season, Bol has provided the inside intimidation that the Warriors needed to transform themselves into a contender in a somewhat wide-open West.

Sampson has now undergone three surgical procedures on his knee in his NBA career. Last March (1988), he had arthroscopic surgery performed on his right knee. After seven weeks of this present season, he had the same procedure on his left knee.

"People forget about the operations on Ralph's knee," commented a spokesman for the team. "But it's really tough to come back and play to a high level after surgery."

"The Celtics are finding that out now with Larry (Bird). And knee problems are especially tough for big men."

"But Ralph is coming out of it great. He's been nothing but a positive influence on the team. He's been a leader on and off the court. During his rehab, which he worked hard at, he stayed around the team on a daily basis. I think Nellie is very pleased with him and still thinks he can contribute. We've brought him along slowly for two



Chris Mullin: Dramatic Difference

reasons: His knee is still not as strong as we'd like; and second, we have such good chemistry, that he's reluctant to bring Ralph in right now and alter the good that's been happening."

The "good" included an eight-game winning streak in January, and impressive wins over the Lakers in Los Angeles and at home in overtime against Detroit, 121-119, in Mark Aguirre's first game with the Pistons.

"I'm very pleased with the way our team's performed," commented Nelson. "Richmond is outstanding, playing the big guard as well as it can be played much of the time."

"And the attitude here has been exemplary. The guys like each other, look for each other offensively and defensively, and we've been winning. The prospects are good."

This season, the eventual playoff prospects may turn on how well the Warriors handle late March and early April. That stretch includes a six-game road trip and then back home to play the Bucks, Lakers, and the Boston Celtics, possibly with Larry Bird.

Tale of Two Players

Pinckney and Kleine Have Seen Best and Worst of Times

Ed Pinckney had recently moved into the starting lineup for the faltering Sacramento Kings, but it was just another bittersweet move for Pinckney, a player who has moved through the NBA wearing several different insignias upon his chest. The 10th player taken in the 1985 draft by the Phoenix Suns after a standout career at Villanova, Pinckney's professional career was met

sons there. He averaged 6.2 ppg and 4 rpg last season when the Kings finished 24-58 and this season he improved, but the Kings haven't.

At 12.3 ppg, 6 rpg, 43 steals and 54 blocks in 26.1 minutes, he's finally displayed the athleticism that has characterized some of the best players in the league. "But after the All-Star break, we couldn't get anything going. All of our attempts at

"Eddie Pinckney is the best athlete in the frontcourt that we've had since I've been here."

... Kevin McHale

with mixed success. He had been the Most Valuable Player of the Final Four in 1985, which was no small accomplishment in a tournament that included Patrick Ewing, Chris Mullin, Reggie Williams and Mark Jackson. But the Suns used him as a role player only.

After averaging 10.5 ppg and 7 rebounds, he was traded to the Kings in exchange for Eddie Johnson. Evidently Bill Russell, the Kings' President and Director of Player Personnel, had seen enough of Pinckney to trade one of the best spot shooters in the game for Pinckney's rights.

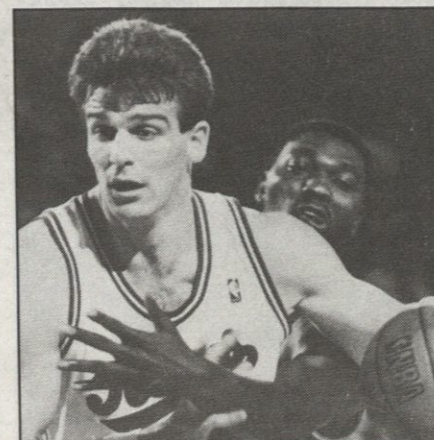
But the Kings had a catastrophic season in Pinckney's year and a half there. It has been one situation after another for Ed Pinckney; in Phoenix, dissension and scandal had spoiled the environment (nothing whatsoever to do with the young player). And then, the Kings initiated a complete overhaul during Pinckney's sea-

chemistry failed, if one guy played well, another would have a bad game. We had no direction—it was becoming a nightmare," Pinckney said last week in Hartford.

"I'm very, very glad to be in Boston," he stated of the trade that sent Joe Kleine and himself to the Celtics in exchange for Danny Ainge and Brad Lohaus.

Kleine hadn't arrived in Boston as early as Pinckney because he had become a father for the first time on the same day he became a Celtic.

"He's the type of player who I think can be a stopper in this league," said Celtic Coach Jim Rodgers. "He's not afraid to mix it up, he's a fine free throw shooter, so if he draws a foul in the rebounding ac-



Joe Kleine: Looks to be a Stopper

tion, we think we'll be able to get some points." Kleine, a 1985 graduate of Arkansas (he played his freshman year at Notre Dame) was the 6th player taken in the first round of the 1985 draft, and in spite of earning a starting position this season on

the Kings, has been considered a role player and a backup. This season has been his most effective in the league, a year in which he's averaged 6.7 ppg and 5.1 rpg in 19.3 minutes per game. His career marks are 7.6 ppg with 5.9 rpg in 20 minutes per contest.

The keys to the deal are Pinckney's potential to develop into an effective player, and Kleine's utility as a backup. Jimmy has stressed an uptempo game with quick ball movement. With an active defense and rested people to rebound, more shooting opportunities—and better ones—should result. Ainge's outside sniping and hustle would then be compensated for.

"Eddie Pinckney is the best athlete in the frontcourt that we've had since I've been here," pointed out Kevin McHale. "He'll definitely add something to our team."

"Joe's a great athlete, too. It just takes time for a new player to come in and contribute immediately. A new player has to resolve the questions: 'How do I fit in here? What's my best role?'"

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- a complimentary one year subscription to CELTICS PRIDE.
- the 1987-88 Boston Celtics highlight videotape.
- Kodak film.

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- a complimentary one year subscription to CELTICS PRIDE.
- the Boston Celtics 1987-88 highlight videotape.
- Kodak film.

One lucky sweepstakes winner will have his/her name randomly drawn from all entries and will receive a one week luxury cruise with the Boston Celtics.

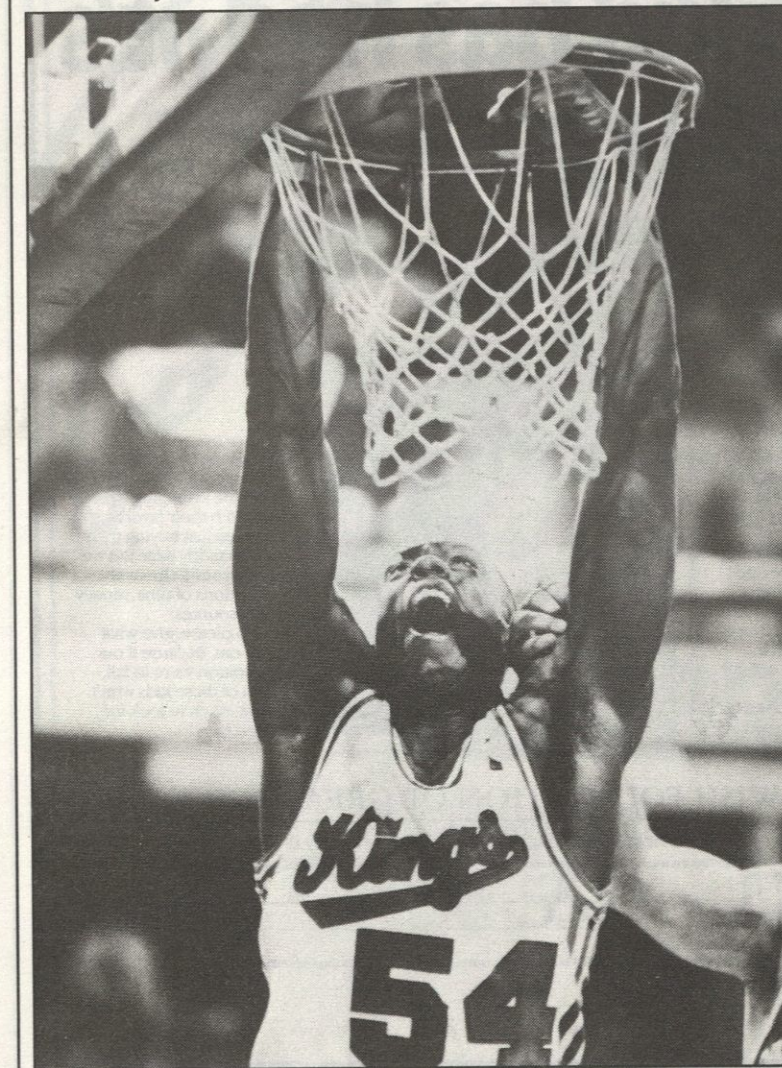
Entry Rules

1. The contest is open to amateur photographers only.
2. Black-and-white and color photographs are eligible.
3. Prints and slides will be accepted.
4. Photographs must have a sports-oriented theme. They do not necessarily have to be basketball related.
5. Entries should be accompanied by one 3 x 5 index card on which the following information should be legibly written:
 - a) Name
 - b) Address
 - c) Home phone number
 - d) Day phone number
6. The same information should be clearly written on the back of each print and/or accompanied with each slide.
7. Mail or hand deliver your entries to:

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Boston, MA 02114

8. Entries will not be accepted after March 15, 1989.
9. Pictures will be available for pick-up at the above address until April 1, 1989. ALL UNCLAIMED ENTRIES WILL NOT BE RETAINED.
10. A total of 5 first place, 5 second place, and 5 third place finishers will be selected. One set of winners will be selected each month beginning November 1, 1988.
11. Winners will be announced each month in CELTICS PRIDE and will be notified as to how to claim their prizes.
12. Sweepstakes drawing will be held April 1, 1989. Sweepstakes winner will be contacted and notified as to cruise details.
13. Employees and families of Eastman Kodak and CELTICS PRIDE are ineligible.
14. Kodak and CELTICS PRIDE are not responsible for transportation to or from games which monthly contest winners will be photographing.



Ed Pinckney: Finds Stability in Celtics





By Bob Cousy

Following is an excerpt from Bob Cousy's most recent book, *Bob Cousy and the Celtic Mystique*, written with Bob Ryan and published by McGraw-Hill. In this segment, Cousy discusses the impact of Larry Bird on the Celtics and gives some insights into how he sees Bird as a throwback to his era. Excerpts from Cousy's book will appear in this space from time to time throughout the season.

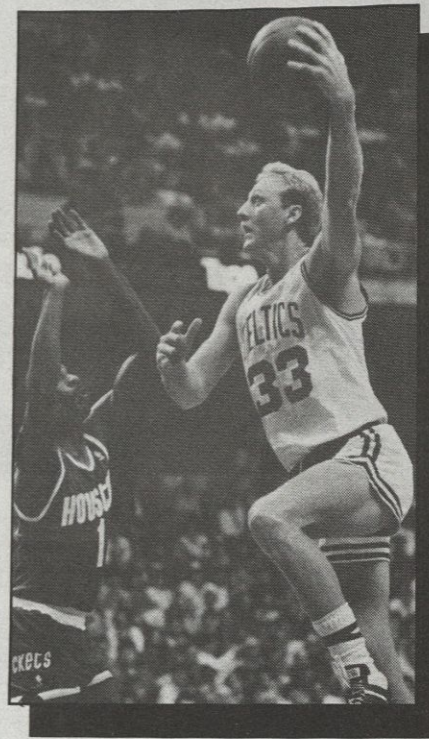
There have been a lot of great players, so why do I think Larry Bird is the best of them all? Start with his unselfishness. Then factor his nightly effort. He is a throwback. The numbers are there, night in and night out. Every player believes he puts out all the time (with the conspicuous exception of ex-Celtic Cedric Maxwell, who once mused, "I wish I could play hard every night the way Larry does."), and likes to boast about it after the game. I didn't play well, but doggone it, I gave 100 percent. Well, that is usually nonsense.

The fact is Bird usually does give 100 percent. This is what every coach looks for in a player, but seldom finds in a talent package rivaling Bird's.

Obviously, I get turned on by Bird's passing game and his creativity more than his shooting and rebounding. He is the best passing forward who has ever played the game. He has the instincts and the skills to create opportunities and situations. He causes things to develop. Usually you don't think of forwards as good passers. In Bird, however, you have a 6'9" forward who functions like a guard, both in mind

FASTBREAKS

Larry Bird and This Year's Team



Larry Bird: A Throwback

and in skills.

And I am constantly amazed with Bird's shooting touch. I'll never forget seeing a couple of guys fall right off the end of the Atlanta Hawks bench in amazement after a shot Bird made against the Hawks the night he scored sixty points in New Orleans. Most players, including Kareem Abdul-Jabbar, go into a game with some apprehensiveness about whether or not they will be able to get the shots they want and if those shots will fall. I don't think Bird worries about it.

At no point during the first two decades of the Celtics' prominence did anyone envision the arrival of a player and personality who would encompass the "Celtics Mystique." Celtics fans probably figured it was quite enough to have had a Cousy, a

Sharman, a Heinsohn, a Cowens, a Havlicek, and, most of all, a Russell. Then came Larry Bird.

More than any of us—perhaps more than any of us put together—Bird bears the burden of celebrity. He lives in the eighties, when media focus is far heavier than it ever was in my day. We played out our little scenarios in obscurity half the time. The damndest things would be happening in Syracuse, Rochester and Ft. Wayne, IN, but to people in Los Angeles or Houston or Miami, each was like the proverbial tree falling in the forest. There was no ESPN Sportscenter bringing you up-to-the-minute happenings in those days.

I think I can relate to what is going on inside Larry Bird's head. I have been there, and I believe I share certain character traits with Bird.

Bird is sometimes frustrated with his teammates. I used to go through this same lack of patience, I suppose, simply because everything came so easily to me. You've got this God-given talent and early

in your career you haven't developed the patience to realize your teammates just can't perform as effectively or respond to certain situations the way you would. You don't understand yet. Later you understand that they are trying as hard as they can, and you develop the necessary compassion for the guys who can't do what you can do.

Bird also believes so strongly in the "cause", that losing pains him. To this day, I hate to get on the bus after the team has had its nose rubbed in it and hear guys talking about innocuous things. I can't relate to that. And from what I see, neither can Bird. He's a throwback...He thrives on the frequency of games. If the Celtics lose badly, Bird wishes there was a double-header so he can go right back at the other team.

It's pretty obvious he hurts longer and deeper than most players after a loss. This trait isn't related to his having more talent than his teammates. I just suspect for Bird it's an inborn trait.

This is how you stay on top and continue to be Larry Bird, best basketball player in the world. You have got to complement that approach with talent. That's how you sustain it. In any event, we thought we wouldn't see any others who felt this way. Bird is the exception. He seems to function this way.

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Kodak Photo Tip

By Steve Lipoisky
Celtics Official Photographer

Have you ever taken a photo indoors without a flash and had it come back with a yellow cast? This is because ordinary tungsten light bulbs give off a yellow light. Ordinarily you would not notice because your brain automatically compensates for different types of light, but notice at dusk or dawn how much different in color most artificial lights appear when surrounded by daylight.

You've probably never paid attention to it, but the film most of you use most often is labeled "daylight film." This film will render natural looking pictures in daylight and with electronic flash but with incandescent light you must use a blue color compensating filter (such as an 80 B) or switch to tungsten film to insure "normal" color.

Conversely, if you are using tungsten film in daylight, you must use a yellow 85 B filter to avoid a blue cast.

Fluorescent light varies in color from film type to type. Color correction filters are available to compensate for it also.

Polarizing filters can have a positive effect on your photography. In addition to reducing glare, they also create deeper, more saturated colors.

Since most filters reduce the amount of light striking the film, some exposure compensation is necessary. In most instances, the light sensor for your meter will be located behind the filter and compensation will be done automatically. Where this is not the case, hold the filter over the camera's light sensor, take a meter reading, and then change the ASA setting of the camera to duplicate that reading with the filter removed from in front of the light sensor.

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Waking up out West

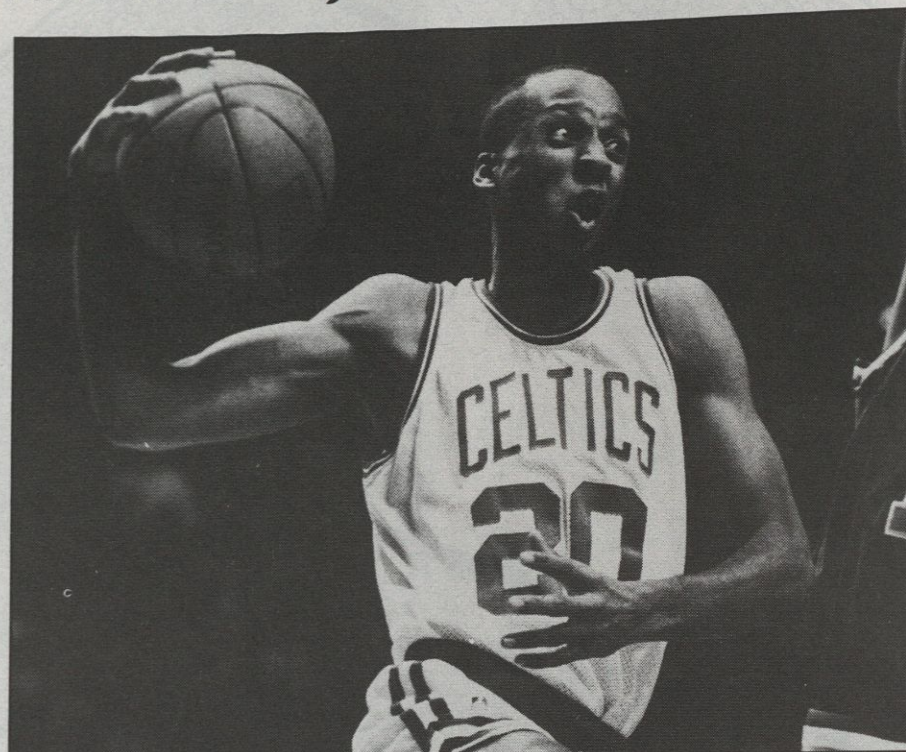
Brian Shaw's Play Provides Bright Spot to Trip

Boston's 1-5 roadswing through the West drew an intense emotional response from the press and fans of the Celtics. For the first time since the 1978-79 season, the reaction to the team's performance in defeats at Houston, Utah, Phoenix, Los Angeles and Seattle was fear, rather than, say, disappointment.

This season's February trip created the feeling to many observers that the Celtics could no longer contend with their present nucleus, the core of which had won three championships in this decade. After all, hadn't the Celtics lost five consecutive games for the first time since 1978-79? Wasn't the "Iron Man Five," a glittering array of stars, now, with advancing age, losing its illuminating glow? Reports of discord out West further contributed to a gloomy outlook here in Boston.

One source of hope for the team through all this has been the continued growth and development of Brian Shaw, the team's number one draft choice this season. Apparently settling in as a starting guard for the team on the trip, Shaw played well; he scored his career high of 31 against the Suns, averaged 13.8 ppg and added 6 assists per game. He's been consistently productive since taking over as the starting guard alongside Dennis Johnson. As a starter, Shaw is averaging 10.4 ppg with 6 assists per game, he has also tied his career high in assists with 11 against Indiana.

Taking command of a game in its later stages is of course the key attribute of a premier player, and Shaw demonstrated



Brian's play has been striking

he has the ability to accomplish this as a scorer, illustrated by the 31 he tallied in Phoenix. Sweeping past defenders on power drives, converting open jumpers off of effective ball rotation in the halfcourt game, and scoring in the transition, Shaw showed the ability to dominate as a scorer. He has the ability to be an All-Star at this level, and in his development, the Celtics

will look back on the western journey as something of a success.

"There's a certain motion involved in playing big games on the road," commented Shaw, "I just feel comfortable starting and contributing to the team. Earlier in the year, I was down, but when I was being criticized, it only made me more determined to play well."

Shaw is thriving playing alongside Dennis Johnson, whose game is so similar to the Cal-Santa Barbara graduate.

"I remember watching DJ at Pepperdine. Dennis was jumping center and dunking on everybody," stated Shaw.

"But everybody knows how great Dennis's game has been. He is a settling presence out there, although few give him credit for that."

Shaw's defensive prowess has also become more a part of his game as his experience in the NBA accumulates. Thus his resemblance to Johnson, a point guard who has great offensive ability as well as the capability to shut down opposing scorers. He commented about his defense recently.

"It's a big responsibility, taking the top guy on defense and running the offense. But I like to do it. I'm learning from Dennis. I watch him and put myself in his position sometimes. I feel comfortable when we're out there together because either one of us can bring the ball up the court; it's not a burden on either of us."

In this bewitching season in Boston, Shaw has exhibited a striking blend of talent, determination and individuality. Last month he was unafraid to question some of the veterans' drive, as they had an apparent problem motivating themselves for games against heretofore inferior opponents on the road. These type of statements fall into the category of "The truth sometimes hurts." It also has contributed to encouraging the unit as a whole to continue playing hard. And through it all, improving.

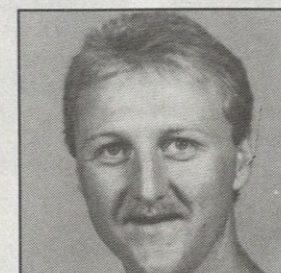
CELTICS PERSPECTIVE

What do you Think About the Trade?

The obvious question embedded in everyone's minds this month is the major trade that the Celtics transacted with the Sacramento Kings. One night after the Celtics defeated the Kings in the final game of a 1-5 road trip, the teams agreed on the trade sending Danny Ainge and Brad Lohaus from Boston to Sacramento in exchange for Ed Pinckney and Joe Kleine. The Celtics sent a two-time NBA champion to the Kings for a player who was clearly the best player in the NCAA final four (Pinckney in 1985) and a physical, athletic backup center.

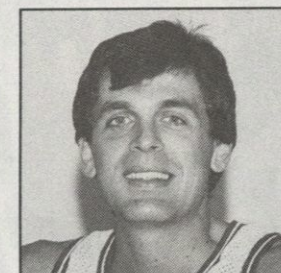
What do the Celtic players and coaches think of the trade?

LARRY BIRD. I knew we were looking for big guys, but I hate to get rid of Danny. He comes to play every night, and he contributed to so much we've accomplished here. We'll miss his toughness. But I think we did what we set out to do—get the backup strength we needed. Our big guys looked tired on the trip and I think both Eddie and Joe can play in the league. They've proven it.



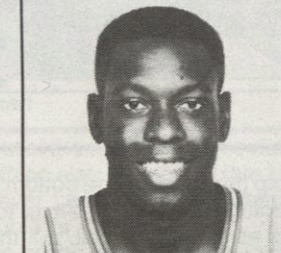
Larry Bird

KEVIN McHALE. I view the trade with mixed feelings. We did get the big guys we needed, two of the most athletic big players we've had since I've been here. But on a personal and a professional level, Danny will be missed. He's been a good friend; I thought it was too bad that in the first game we played after he was traded, we played loose, ran well, and played good defense. I was sorry he wasn't here to enjoy it. I think the trade proves nothing is sacred and that the club does come first. Loyalty can only go so far—that's the nature of it. We'll miss Ainge—I don't think people really understood all of the intangibles he contributed to the team.



Kevin McHale

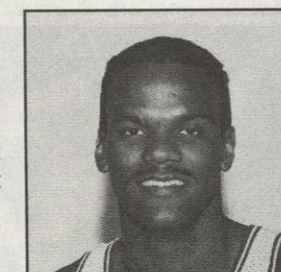
ED PINCKNEY. I don't think it was any secret about how difficult a season the Kings were having. I was very very happy with the trade; I've been through a few losing situations now in the league and I know from first-hand experience just how difficult and disagreeable the (losing) is. I'm very anxious to be playing again in the East.



Ed Pinckney

RON GRANDISON. I think the deal was necessary. We definitely needed big guys to back up Kevin and Robert.

What we need to compete better is more physical play. And something Larry Bird pointed out from the beginning of the season was our lack of a true backup center. Mark Acres contributes to our team, but he plays differently. We needed someone very strong behind Robert, somebody solid at that position.

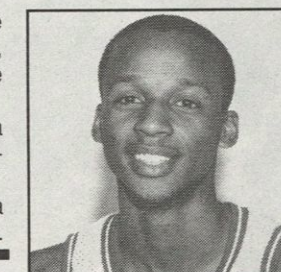


Ron Grandison

BRIAN SHAW. I think the two guys that we received in the deal are great players. They're both athletic, can run, jump, and rebound. Joe can spell Chief, and that's something we really need.

We'll miss Danny. He was great to me and helped me in a lot of different areas of the game. From a business perspective then it was a good deal for us I feel.

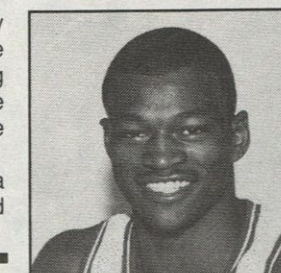
But it makes you realize, as a young player, that this is a business. That you have to be prepared for all eventualities.



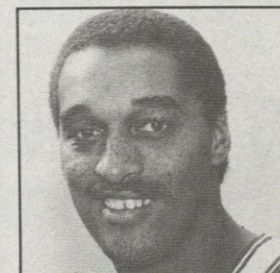
Brian Shaw

REGGIE LEWIS. I think the trade was good. Eddie Pinckney will help us by giving us an extra man on the boards. The pressure is on a lot of us to hit the outside shot—including Dennis Johnson, Jim Paxson, and myself. I expect I'll be playing more guard now with more of the emphasis on the frontcourt, particularly when Larry Bird comes back.

We didn't have a special meeting after the trade. It's a matter of adjusting to things right away and going out and playing.

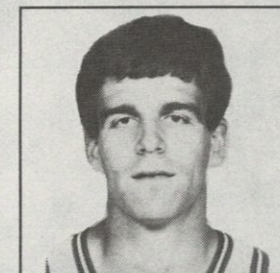


Reggie Lewis



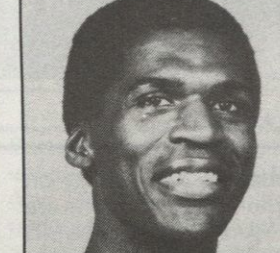
Dennis Johnson

DENNIS JOHNSON. It's a tough business and trades unfortunately (from a player's perspective) are a part of it. I'll miss Danny; we played many many games together and I like to think we were successful together. What was significant to me about the trade was the way it was reported in the press. I don't think Brad Lohaus was treated with the right amount of respect. Brad played very well here and needed time to develop. He has talent and an eagerness for the game. I don't think that his abilities were respected enough in the press. He wasn't just a "throw-in." What player is?



Joe Kleine

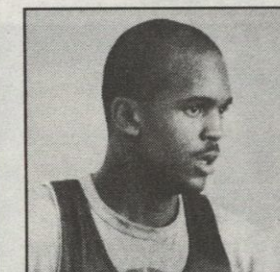
JOE KLEINE. I have the greatest amount of respect for the Celtics. I think if you follow basketball, you follow the Celtics. They're always there. This season, it's been a struggle. I think everybody is aware of that. But the team has stayed close in nearly every game.



Robert Parish

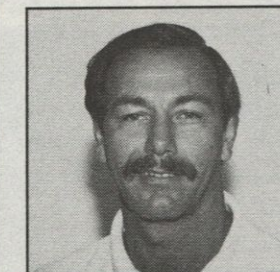
ROBERT PARISH. I was so pleased about the deal I was ready to go out and kiss the coaches!

Seriously, I think the trade will benefit both ballclubs. I think we needed help on the frontline desperately; a hard season was becoming that much more difficult for the big guys. And I think Sacramento is getting a great player in Danny. He should profit by playing with a young team. I think the opportunity for him to play in that situation will help him become a better player. It will give him more responsibility and more of a leadership role.



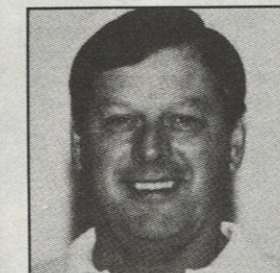
Kevin Gamble

KEVIN GAMBLE. I think the team will be helped by the move. It definitely gives guys like Kevin and Robert more rest time, and we were really starting to have problems keeping up, because we were getting so tired late in games. I'm disappointed that those guys were traded—Brad was a good friend who showed me around when I came here. I'm hoping I'll have an opportunity now to get a little more time at the shooting G in Danny's spot, but that's something we'll just have to wait and see about.



Chris Ford

CHRIS FORD. I think the need to improve the team in the front court was becoming more and more critical as time went on. We hated to give up a player of Danny's caliber—experience, talent, and competitiveness were just some of the qualities he brought to our team. Plus, he was part of the Celtics winning tradition and he will be missed. But it's tough; we think Eddie and Joe can lend some positive strengths to our team: athleticism, strength and quality minutes up front to spell Robert and Kevin. To get this type of player, you have to give something up.



Lanny Van Eman

LANNY VAN EMAN. We felt real bad about giving up Danny Ainge and Brad Lohaus, but we have other players we think and hope can pick up what we lost in Danny and Brad. In Brad's case, he needed time and we couldn't give it to him. Both can help the Kings, but we strengthened ourselves.

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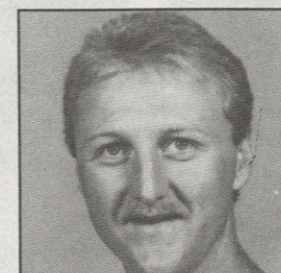
CELTICS PERSPECTIVE

What do you Think About the Trade?

The obvious question embedded in everyone's minds this month is the major trade that the Celtics transacted with the Sacramento Kings. One night after the Celtics defeated the Kings in the final game of a 1-5 road trip, the teams agreed on the trade sending Danny Ainge and Brad Lohaus from Boston to Sacramento in exchange for Ed Pinckney and Joe Kleine. The Celtics sent a two-time NBA champion to the Kings for a player who was clearly the best player in the NCAA final four (Pinckney in 1985) and a physical, athletic backup center.

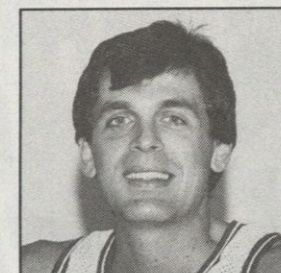
What do the Celtic players and coaches think of the trade?

LARRY BIRD. I knew we were looking for big guys, but I hate to get rid of Danny. He comes to play every night, and he contributed to so much we've accomplished here. We'll miss his toughness. But I think we did what we set out to do—get the backup strength we needed. Our big guys looked tired on the trip and I think both Eddie and Joe can play in the league. They've proven it.



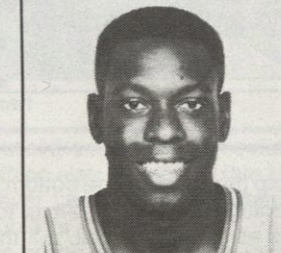
Larry Bird

KEVIN McHALE. I view the trade with mixed feelings. We did get the big guys we needed, two of the most athletic big players we've had since I've been here. But on a personal and a professional level, Danny will be missed. He's been a good friend; I thought it was too bad that in the first game we played after he was traded, we played loose, ran well, and played good defense. I was sorry he wasn't here to enjoy it. I think the trade proves nothing is sacred and that the club does come first. Loyalty can only go so far—that's the nature of it. We'll miss Ainge—I don't think people really understood all of the intangibles he contributed to the team.



Kevin McHale

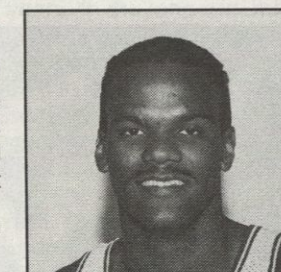
ED PINCKNEY. I don't think it was any secret about how difficult a season the Kings were having. I was very very happy with the trade; I've been through a few losing situations now in the league and I know from first-hand experience just how difficult and disagreeable the (losing) is. I'm very anxious to be playing again in the East.



Ed Pinckney

RON GRANDISON. I think the deal was necessary. We definitely needed big guys to back up Kevin and Robert.

What we need to compete better is more physical play. And something Larry Bird pointed out from the beginning of the season was our lack of a true backup center. Mark Acres contributes to our team, but he plays differently. We needed someone very strong behind Robert, somebody solid at that position.

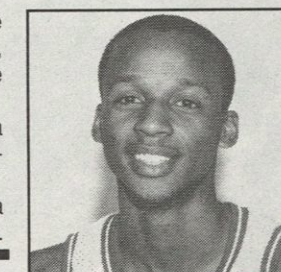


Ron Grandison

BRIAN SHAW. I think the two guys that we received in the deal are great players. They're both athletic, can run, jump, and rebound. Joe can spell Chief, and that's something we really need.

We'll miss Danny. He was great to me and helped me in a lot of different areas of the game. From a business perspective then it was a good deal for us I feel.

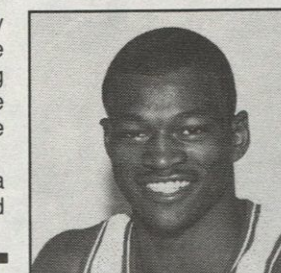
But it makes you realize, as a young player, that this is a business. That you have to be prepared for all eventualities.



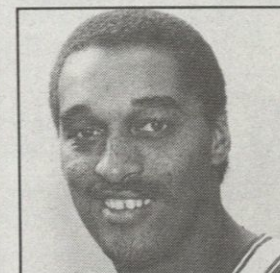
Brian Shaw

REGGIE LEWIS. I think the trade was good. Eddie Pinckney will help us by giving us an extra man on the boards. The pressure is on a lot of us to hit the outside shot—including Dennis Johnson, Jim Paxson, and myself. I expect I'll be playing more guard now with more of the emphasis on the frontcourt, particularly when Larry Bird comes back.

We didn't have a special meeting after the trade. It's a matter of adjusting to things right away and going out and playing.

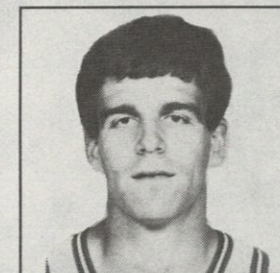


Reggie Lewis



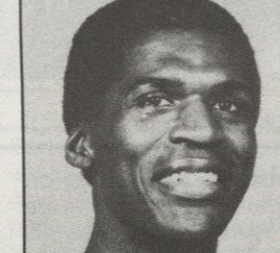
Dennis Johnson

DENNIS JOHNSON. It's a tough business and trades unfortunately (from a player's perspective) are a part of it. I'll miss Danny; we played many many games together and I like to think we were successful together. What was significant to me about the trade was the way it was reported in the press. I don't think Brad Lohaus was treated with the right amount of respect. Brad played very well here and needed time to develop. He has talent and an eagerness for the game. I don't think that his abilities were respected enough in the press. He wasn't just a "throw-in." What player is?



Joe Kleine

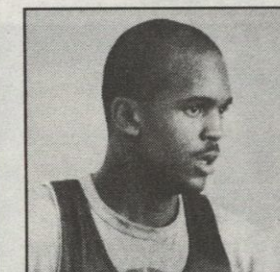
JOE KLEINE. I have the greatest amount of respect for the Celtics. I think if you follow basketball, you follow the Celtics. They're always there. This season, it's been a struggle. I think everybody is aware of that. But the team has stayed close in nearly every game.



Robert Parish

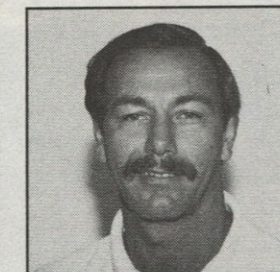
ROBERT PARISH. I was so pleased about the deal I was ready to go out and kiss the coaches!

Seriously, I think the trade will benefit both ballclubs. I think we needed help on the frontline desperately; a hard season was becoming that much more difficult for the big guys. And I think Sacramento is getting a great player in Danny. He should profit by playing with a young team. I think the opportunity for him to play in that situation will help him become a better player. It will give him more responsibility and more of a leadership role.



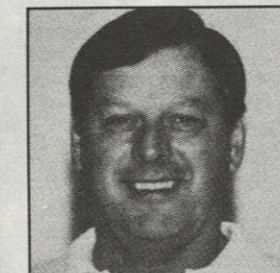
Kevin Gamble

KEVIN GAMBLE. I think the team will be helped by the move. It definitely gives guys like Kevin and Robert more rest time, and we were really starting to have problems keeping up, because we were getting so tired late in games. I'm disappointed that those guys were traded—Brad was a good friend who showed me around when I came here. I'm hoping I'll have an opportunity now to get a little more time at the shooting G in Danny's spot, but that's something we'll just have to wait and see about.



Chris Ford

CHRIS FORD. I think the need to improve the team in the front court was becoming more and more critical as time went on. We hated to give up a player of Danny's caliber—experience, talent, and competitiveness were just some of the qualities he brought to our team. Plus, he was part of the Celtics winning tradition and he will be missed. But it's tough; we think Eddie and Joe can lend some positive strengths to our team: athleticism, strength and quality minutes up front to spell Robert and Kevin. To get this type of player, you have to give something up.



Lanny Van Eman

LANNY VAN EMAN. We felt real bad about giving up Danny Ainge and Brad Lohaus, but we have other players we think and hope can pick up what we lost in Danny and Brad. In Brad's case, he needed time and we couldn't give it to him. Both can help the Kings, but we strengthened ourselves.



CELTICS CONFIDENTIAL

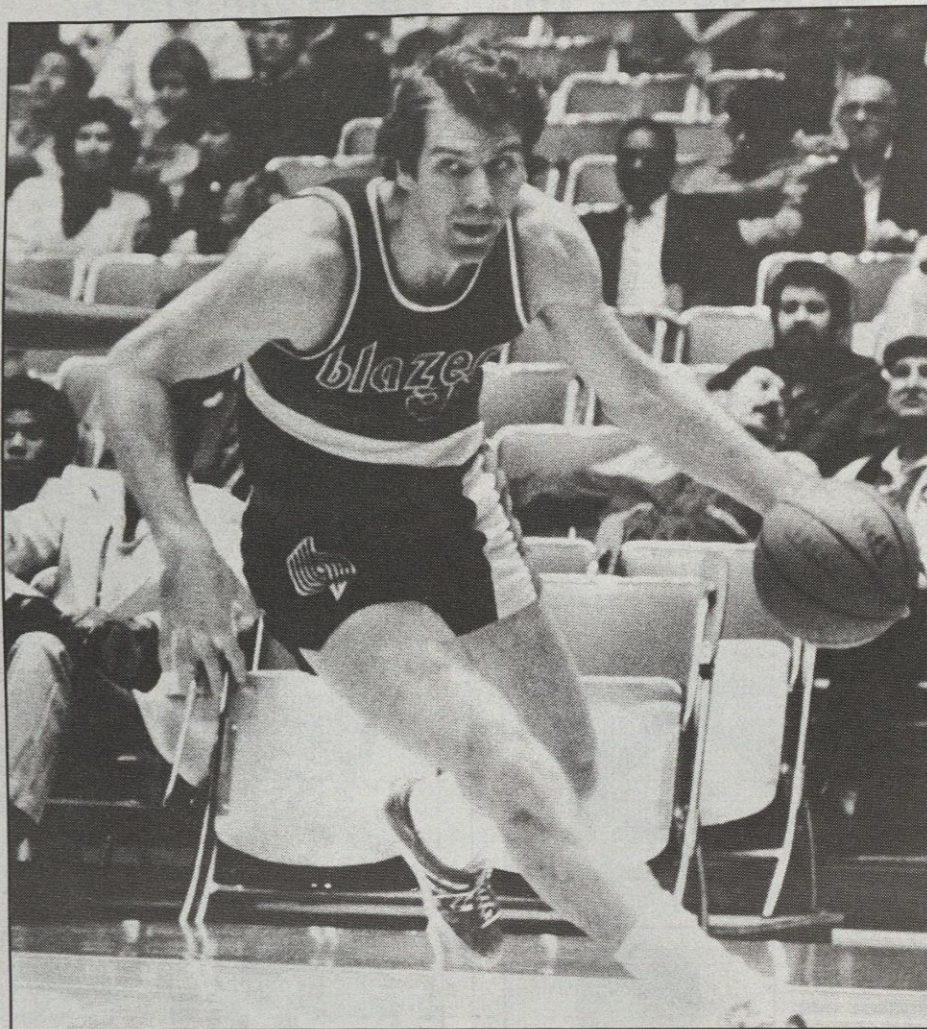
By Bob Schron

Ainge Trade. Item: Celtics Trade Danny Ainge, one of many stars to be traded in active market. As late as the morning of the trading deadline.

February 23rd, General Manager Jan Volk hadn't expected the trade of Danny Ainge and Brad Lohaus to Sacramento in exchange for Ed Pinkney and Joe Kleine to go through. But the Kings' proposed deal for the Clippers' Benoit Benjamin (a favorite of Kings' President Bill Russell) fell through and Volk was once again on the phone with the Celtics' President Red Auerbach. Several hours later the deal was consummated after two weeks of prolonged discussions. In an interview with this magazine on the eve of Opening Night, Ainge had expressed confidence in the new system under Jimmy Rodgers, which included more running and frequent substitutions. However, on Opening Night, Ainge sat out the closing minutes as well as the overtime period in a win over the Knicks, and that seemed to be the beginning of a problematic season for Danny in Boston...When Ainge was the first out of the locker room after the final game before the All-Star break, he expressed his unhappiness at seeing his minutes reduced as the team's Sixth Man...As one veteran said, "Danny's unhappy here. He wouldn't mind a trade."...Ainge was one of several veterans to move, signalling the end of an era. Others included Adrian Dantley, Mark Aguirre, Herb Williams, Lasalle Thompson, Waymon Tisdale, Kiki Vandeweghe, Jay Vincent and Calvin Natt. Red Auerbach has always valued the chemistry on a team, but one recalls a practice in January, as Auerbach looked on. The players were joking during a shootaround, but at one point, the joviality grew out of proportion for the practice setting. Auerbach, watching, enjoyed the fun at first, but as he realized there was a lack of respect for the workout, his face changed; he was disappointed that the fun seemed to become more of a priority than the attention given to the team's struggling ways. Ainge was a critical player here during two championships. But it's the end of an era and the time was ripe for change. Ainge is a class act, and Boston will be one opposing arena where he will be cheered heartily.

INJURY REPORT. Robert Parish suffered what Trainer Ed Lacerte termed a "tennis elbow" during the trip and was being treated with mobilization on a daily basis...Jim Paxson's groin injury has healed sufficiently for his return in Seattle February 21, after missing three straight games...Kevin McHale was forced to wrap both knees during the trip...Ron Grandison continued to play despite a fractured thumb...Dennis Johnson was bothered again by his strained right Achilles tendon...Larry Bird told Bob Gamere on WLVI-Channel 56, that his projected March 1st return wouldn't be met as hoped...As of right now, no. Bird said before the Seattle game on February 21, "The right heel doesn't feel that good. Last week the left heel felt great, but still not up to playing level."

Regarding the Kiki Vandeweghe trade to the Knicks, Nets' Coach Willis Reed



Kiki becomes a Knick

referred to Auerbach's high priority on chemistry: "Will it hurt the Knicks, who are playing so well? I think Vandeweghe will

help the Knicks. The bottom line is they're adding a very good player to their lineup. It's as simple as that."...If the Celtics are

experiencing a down season, the recent television ratings indicate they're still in demand...Overnight ratings in Boston during the team's western swing showed the Celtics-Lakers contest as the most watched sports event with a 10.1...That nationally televised contest was followed by the Celtics-Suns in 5th position with a 6.7 rating...Eric Chapman, formerly in the Celtics' Administrative area and now an assistant on the coaching staff with the Warriors, is pleased with his team's performance but says, "We're ahead of schedule, and we see ourselves with a shot at making the playoffs. But to advance very far at this level, many things have to break right, in addition to playing well." Chapman roughly grouped the Warriors with teams like Portland, Denver, Seattle and Dallas. "It's just too early to tell how all of the trades will shake out," he stated...K.C. Jones, Celtics' Vice-President of Player Operations, thought there was a very good chance the Pistons helped themselves out greatly with the acquisition of Mark Aguirre: "Both he and Adrian Dantley are scorers, the type of players you go to in the fourth quarter. But Aguirre's four years younger."...About Aguirre's reported reputation of being difficult to manage, Jones stated, "Look for Isiah Thomas to play a big role in that end; Isiah is their leader." Jones has long been an admirer of Thomas's game, back to the games Jones coached Thomas in the All-Star contests...Celtics' trade with the Kings had to have been influenced by Bill Russell when he was in Boston during the week-end of the NFL's Super Bowl...Russell and Jones met for several hours during the evening of the Philadelphia-Boston game on January 20th, a game Red Auerbach, Jan Volk, and the Celtic's ownership were all in attendance...

Aguirre Goes to the Pistons



INNERVIEW

The View from New York

Suzyn Waldman May Cover the Knicks, but Heart's in the Hub

Suzyn Waldman is the beat reporter of the New York Knicks for sports radio WFAN. The Newton, Massachusetts native has been a delight for the Knickerbocker audience, incisive and interesting, her relationship with the team and fans is one that has been built on her work ethic and credibility. She recently spent some time with Celtics Pride after a recent road trip.

CELTICS PRIDE: Tell us a little about your upbringing in Boston, and your career to date.

WALDMAN: I grew up in Newton, had my own season ticket to Fenway Park when I was about three, and saw my first Celtics game when I was ten. That was the Cousy-Sharman era. I've been a Boston everything fan ever since. In terms of my career, I did a lot of Broadway shows to begin with, because when I grew up in the fifties and sixties, women didn't go into sports broadcasting, there just wasn't anyplace to go. But I always liked to perform and did a lot of Broadway shows including the last revival of Man of La Mancha with Richard Kiley, No No Nanette, and "9" and various club acts. In 1979, when we were on tour with Man of La Mancha, it was baseball season, and what I decided to do was offer my services to the ballparks to sing the National Anthem in whatever city we were in. This enabled me to see a lot of ballgames for free, but in Minneapolis, the game was televised nationally by Wes Parker and Joe Garagiola. The Twins were playing the Red Sox on that day, and I was in the clubhouse just chatting with the players when Wes Parker asked if I'd ever thought of making a career out of this. I had thought about it and eventually I applied for a freelance position with ESPN, and when FAN went on the air for the first time, I was the first voice over the air. When the switch occurred, the station went right from country and western, to me.

CELTICS PRIDE: What do you think about the Celtics this season?

WALDMAN: Oh boy, it's hard in some respects to be with the Knicks and look at the Celtics and try to see what's going on there. Obviously everyone looks at the loss of Larry Bird, but I think what's hap-



Suzyn Waldman

pened to the rest of the team concerns me more than anything else. Kevin McHale is just not the player he wants to be when teams can double or triple-team him, he doesn't seem to be the Kevin McHale that we've become used to seeing over the past couple of years. In the long run, the fact that Reggie Lewis and Brian Shaw are getting so much playing time is going to help. Brad Lohaus, to date has been disappointing. I thought last year that his development would be important to the team, but it didn't happen. I thought Lohaus would really show Jimmy what he could do this year, but so far he hasn't taken the challenge.

CELTICS PRIDE: Has anyone taken their game up a notch, to compensate for Bird?

WALDMAN: Well, obviously Robert Parish has taken his game up a notch, and

Dennis Johnson is doing the best he can, but he's out there on two bad ankles right now. But Robert Parish has always been underappreciated, although not underrated by people who know the sport. He is such a quiet kind of guy, and I think he was happy when he was traded over to Boston, that he didn't have to be the focal point. I truly think that Robert is the only Celtic that's taken his game up a level.

CELTICS PRIDE: It seems to be increasingly difficult for centers to dominate a game the way they once did.

WALDMAN: Not anymore, that's true, because the whole focus of the game has started to switch. It's fascinating to me, growing up when Bill Russell came in, that the most important position was the pivot, but now it seems to me that the game is being taken over by players in the power forward slot, the Karl Malones, Charles Oakley and Charles Barkley types. These players can dominate a game now.

CELTICS PRIDE: What teams have impressed you so far?

WALDMAN: Well, that Cleveland team seems to be where the Celtics teams used to be. I've never seen such even shot distribution in my life. This team is a joy, great to watch. You can't get past that front line, whoever plays the two forward spots on the Celtics should be doing exactly what the Cavs are. You can't drive on the Cavaliers, just as you never used to be able to drive on the Celtics. On offense, the four big guns in Price, Harper, Daugherty and Nance are all averaging within a point of one another. It's a perfect team concept.

CELTICS PRIDE: What about the chemistry

on the Celtics?

WALDMAN: Well, again they're missing Larry. Larry seemed to be the guy who kept Danny Ainge on the ball. Larry wasn't afraid to yell at his teammates occasionally, to wake them up, no one else seems willing to do that. This is going to happen to any team that loses a premier player. Take Magic off the Lakers, and the team goes into the dumper. That superstar talent and cohesion is what those teams are all about.

CELTICS PRIDE: How would you compare the Boston and New York media?

WALDMAN: I think that the New York media is probably the nastiest in the country. From what I've seen here, they look for something wrong. The Boston media, I think, respects the Celtics organization. Everybody who covers that team up in Boston sincerely wants to see it do well. You don't learn how to be a basketball reporter by covering the Celtics. Which isn't true in New York. In New York, the prime beats are baseball, and the major papers will first stick a writer with Hockey, then Basketball, because it's not as important, and if someone dies, then they stick you on baseball. If you read four game stories in the New York papers, you'll think you're reading about four different games. They look at the game differently, because they look at the obvious. Boston writers are more attentive to the subtleties of the game. Jackie MacMullen is doing a great job, and of course to me, Bob Ryan is God. (laughs) The biggest compliment I've ever received is once when a caller on a show said that I was a female Bob Ryan.

CELTICS PRIDE: Could you give us an example of how nasty the New York papers are?

WALDMAN: Well, as you know, this has been a dream season for the New York Knickerbockers. They are all wonderful players, there isn't a bad kid on the team. Earlier in the season, they had one, little problem, and his name is Rod Strickland. He had a few problems adjusting to the whole pro scene, and Rick Pitino, being the caring, yet volatile man that he is, has kept a real tight leash on him since training camp. One day, Rick let his temper get the best of him, and yelled at him during a Nets game, in front of everybody. Now, everyone there who wasn't a beat person heard it and didn't know the background. They ran out and blew it up in the papers "Rick Rips Rod" and then Bianchi gets involved in the act. It was a non-story but because something was there, all the papers went wild with it. For the next three days, all you heard about was feud stories.

CELTICS PRIDE: Any closing thoughts on the Celtics?

WALDMAN: Any last thoughts...Boy, for a Knicks beat reporter, who wears a solid gold Celtics charm around her neck, to read the papers every day and see what the Celtics are doing this season, is pretty painful. When it was bad before, at least it was because of Phyllis George and John Y. Brown (laughing), and the players involved were like Sydney Wicks, Curtis Rowe and Marvin Barnes.

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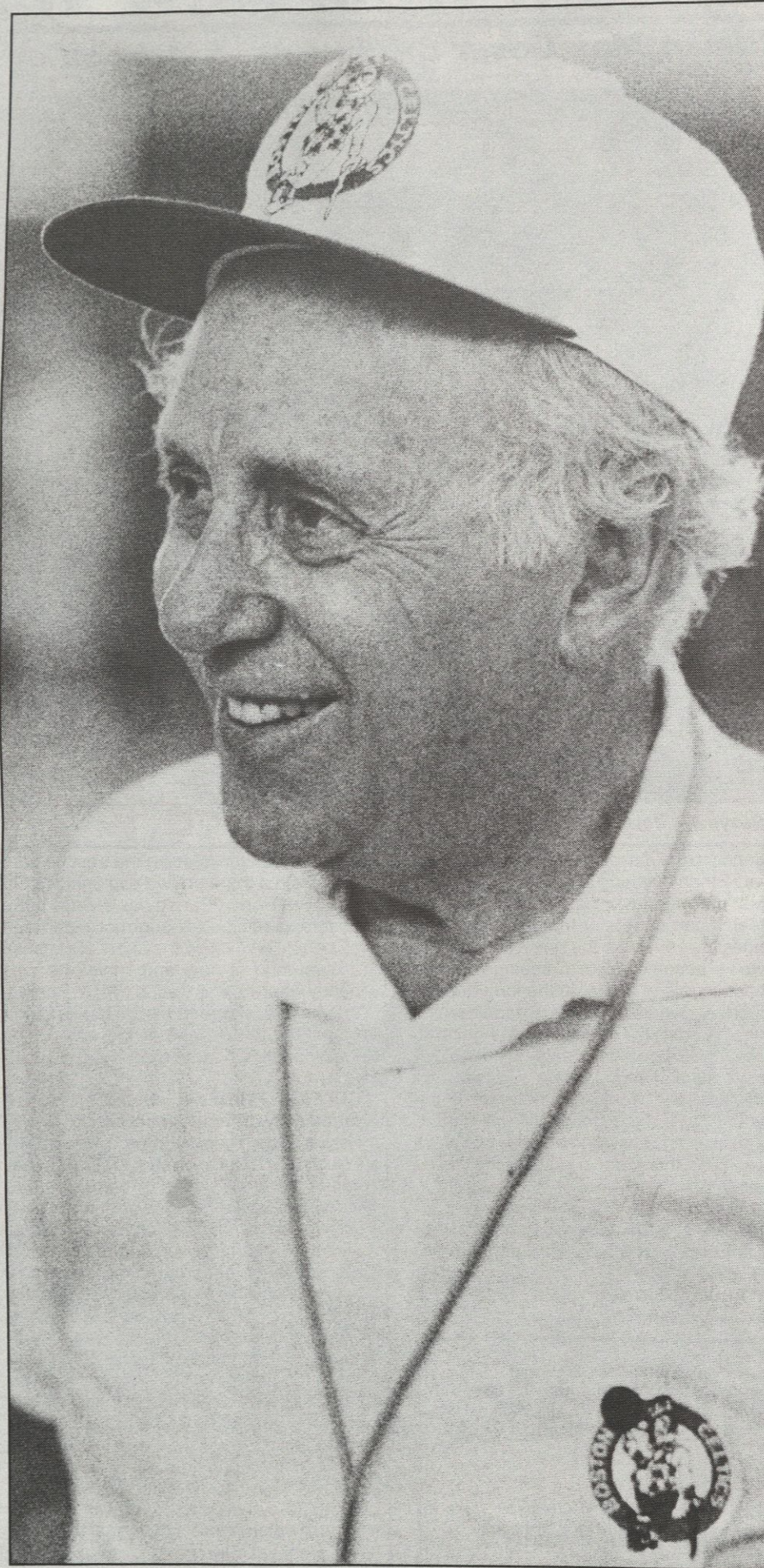
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On the Road Again

Celtics Scouts Combing Country for Talent



Red will check out the tournaments

amount of respect for Bobby Knight. His teams have players who are smart; they know what to do, when to do it, and when his team's functioning well, they execute every time. When they last won in 1987, I think they had the least number of good

athletes but because of discipline, they won anyway."

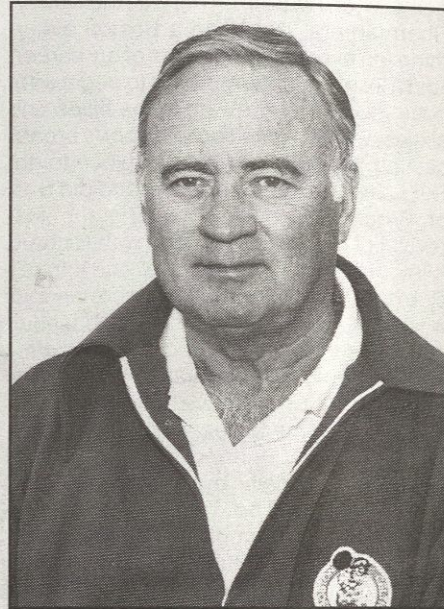
The role of television in college basketball is, of course, enormous. The payments for the winner of the tournament is several million dollars, the amount is the

result of television money. But television has also affected the scouting process. The role of TV was discussed by Weitzman.

"I used to rely on television more, and I still do, but in a different way. I need to see a player in person; because I don't only look at the game, I look at other qualities about the player as well. How does he warm up for a game? Does he pay attention to the coach during timeouts? These are some of the questions that I have to have answered. I'm also looking at how the player interacts with his teammates on the floor, there's so much going on away from the ball that a television camera doesn't focus in on.

The most important influence of television now, for me, is that it gives me another read on the player."

Weitzman commented also on the Celtics' needs, preferring again to be noncommittal about specific areas of interest for the Celtics.

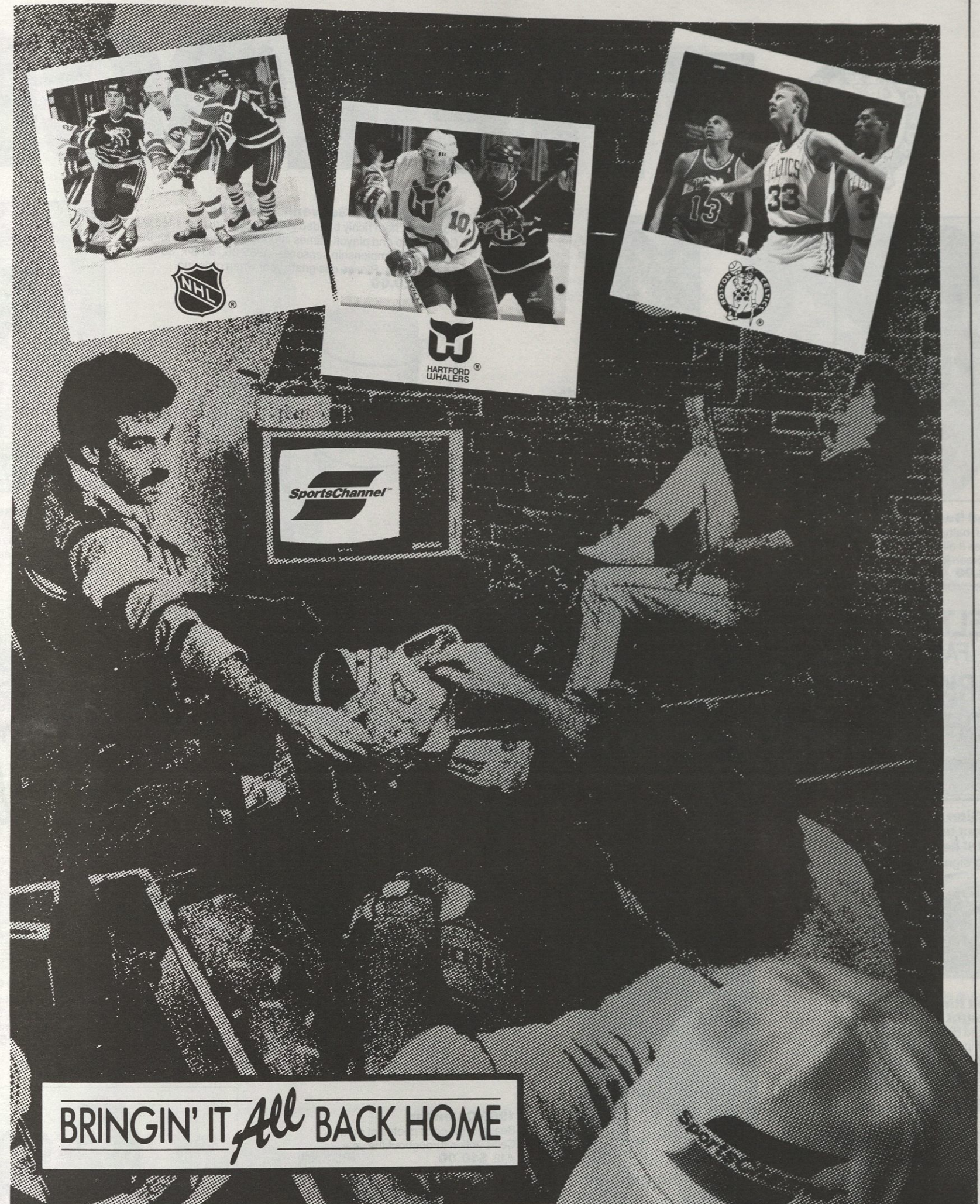


Forddy Anderson surveys the Big East.

"You can't predetermine your needs, anyway. There are too many unknowns. A player might be injured. We haven't any idea about players who will be entering the draft early. There are slippers there who will play better as the season goes on, or in the post-season All-Star Games. And maybe, for example, we are looking for a guard. But if a player is 6'10" and he can shoot it form the outside and handle it—then you take him. That's where the athleticism affects our judgement.

That night, the scouts were evaluating the entire roster of both teams, including BC's Dana Barros ("A possible 1st rounder"—Weitzman) and Villanova's Doug West. But they were judging the development of sophomore Tom Greis of Villanova, a 7' center. The consensus was that he needed to continue working, as he has done early in his career.

Then there is the case of an athlete who might be too good an athlete. "Take a player like Quin Snyder of Duke," mused Mead. "He does everything effortlessly, so then you have to be sure he's aware of his great talents and doesn't allow his own ability to get in the way of his determination to keep working at his game. The game keeps improving. That means the players have to have the inner resolve to keep up."



MARCH

CELTICS		NHL		WHALERS	
1 Wed. Atlanta	7:30	7 Tues. Toronto @ Quebec	7:30	2 Thur. Vancouver (TD)	11:00
3 Fri. Dallas	8:00	Pittsburgh @ L.A.	10:30	4 Sat. Montreal	7:30
8 Wed. Chicago	7:30	9 Thur. Montreal @ Quebec	7:30	5 Sun. Toronto (TD)	12:00
13 Mon. New Jersey (H)	7:30	15 Wed. L.A. @ Montreal	7:30	8 Wed. Edmonton (TD)	11:00
20 Mon. San Antonio	7:30	17 Fri. Montreal		12 Sun. Philadelphia	7:00
24 Fri. New York	7:30	@ Washington	8:00	14 Tues. N.Y. Islanders	7:30
26 Sun. Philadelphia	1:00	19 Sun. Islanders		16 Thur. Buffalo (TD)	11:00
29 Wed. Portland	7:30	@ Edmonton	8:00	18 Sat. Washington	7:30
31 Fri. Houston	7:30	21 Tues. Islanders @ Calgary	9:30	22 Wed. Boston (TD)	11:30
COLLEGE BASKETBALL		22 Wed. Washington	7:30	25 Sat. St. Louis	7:30
2 Thur. Savannah State @ Miami	7:30	@ Pittsburgh		28 Tues. @ Buffalo	7:30
4 Sat. MAAC Tournament		27 Mon. Philadelphia		COLLEGE HOCKEY	
Semifinal Game #1	1:00	@ New Jersey	7:30	10 Fri. ECAC Division 1	
Semifinal Game #2	3:00	30 Thur. Montreal @ Buffalo	7:30	Championship	
5 Sun. Atlantic 10 Tournament				Semifinals Game #1	5:00
Quarterfinals #1	1:30			Semifinals Game #2	8:00
Quarterfinals #2	4:00			11 Sat. ECAC Division 1	
Quarterfinals #3	7:00			Championship	
Quarterfinals #4	9:00			Consolation Game	5:30
				Championship Game	8:30

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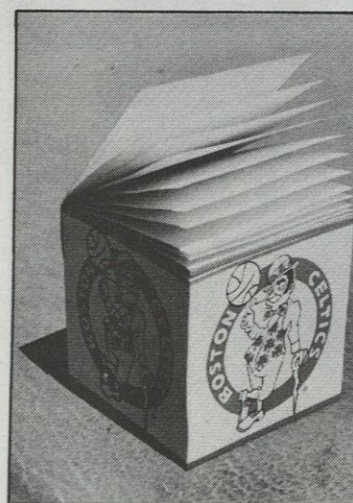
Oversized Sweatshirt
Casual wear, bathrobe, or sleep-shirt, this shirt does it all, with Celtics style. White with green logo. One size only. #225. **\$28.00**



Parking Sign
Show off your team loyalty with this 12" x 18" heavy gauge styrene fan parking sign. # 4. **\$15.00**



Oversized Ring Paperweight
This oversized Boston Celtics-World Championship ring is a perfect paperweight for any fan's desk. The 1/2 lb. metal ring has team insignia engraved on one side and NBA on the other. #63. **\$30.00**



Paper Scratch Pad Cube
Ideal for home and office!
#60. **\$8.50**



1986 All-Star Weekend Video
Experience the whole All-Star pageant with Larry's Long Distance shootout victory, Bob Cousy in the Legends Classics and Kevin and Larry in the Game itself. #168. **\$30.00**

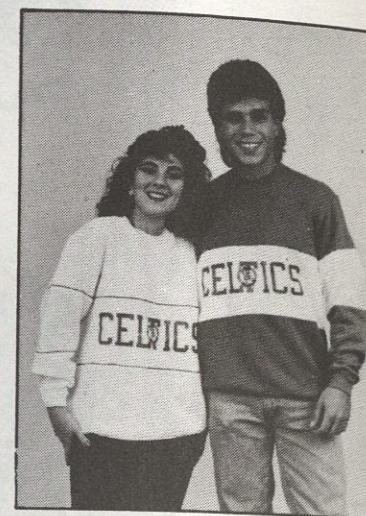


New Fastbreak Sweatshirt
Make your move to the streets with this black and vibrant green sweatshirt for the latest workout look. #300. **\$30.00**
Also available in short sleeve T-shirt. #301. **\$15.00**

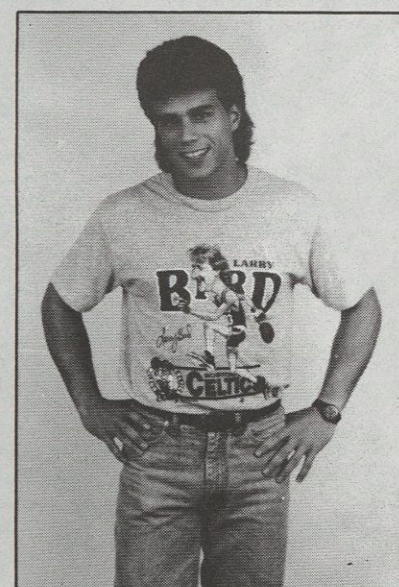


Larry Bird Door Size Poster
Giant 26" (W) x 74" (L) poster of Larry scorching the Nets with his patented Jumper.
#11 **\$12.00**

Championship Souvenir Tankards
Collector's item richly banded in 22-karat gold, imprinted with Celtics logo and playoff games information. Available for the following championship seasons—1985-86, '83-84, '80-81, '75-76, '73-74. Please designate year when ordering.
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Pullover Jersey
You'll look terrific in this comfortable green or white (please specify) jersey with bold Celtic design.
#210. **\$24.00**

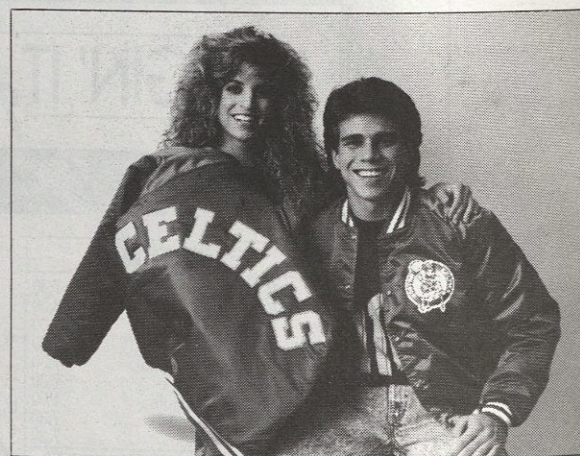
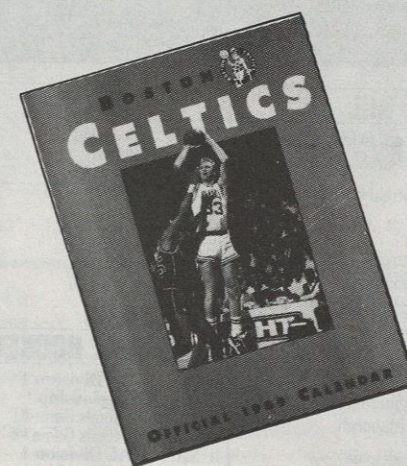


Larry Bird Caricature T-Shirt
Show off your favorite player Larry Bird in this heather grey caricature t-shirt signed by Bird himself.
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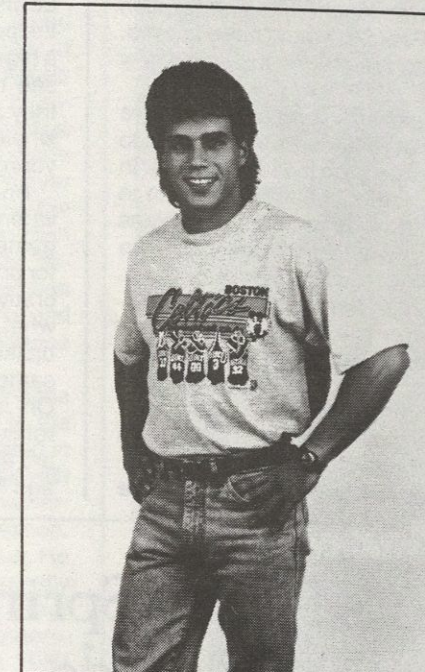
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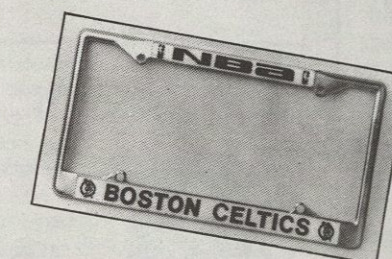


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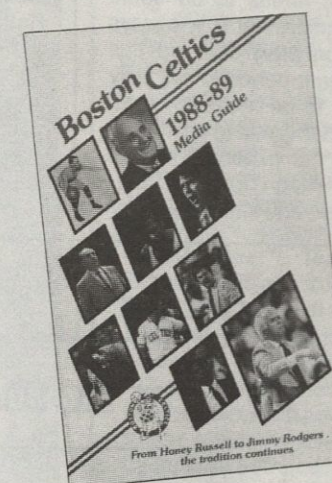


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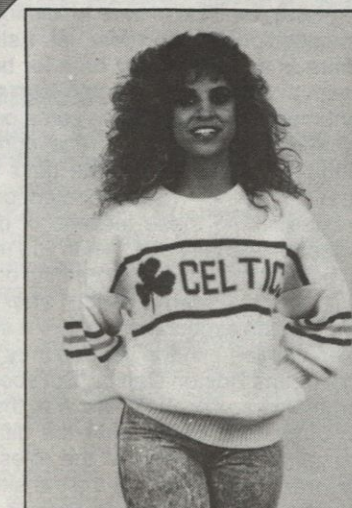
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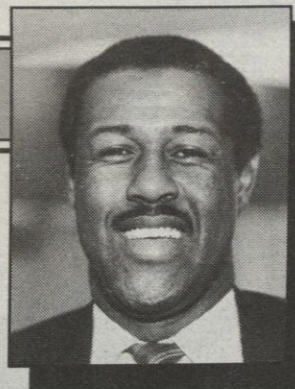
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AS I SEE IT

By M.L. Carr

Mental Toughness

As the team struggled through their tough, tough road trip through the West, I felt a mixture of emotions.

People always ask me as a former player, if I miss going out there and playing. It's interesting; when the team is playing well, I don't miss it at all. However, when the team is losing (and February was a bad month for the team), that's when I wish I were out there. I watched the games from the West Coast on television and I felt bad — seeing guys like Dennis Johnson, Robert Parish, Kevin McHale and Danny Ainge lose five games was very difficult. That's when I wish I were playing again. If I could just go out and do one thing.

However, this is not to diminish the expectations of the team yet. I still think there is an opportunity here for both the team and its players. In my view, a different mental attitude has to come out of all of this. In the press, I read comments about the losses from the guys on the team: That they were frustrated, or overly fatigued. And these feelings of discouragement are very real. When you're losing in basketball, you take a beating emotionally, too. It's been a difficult year for the Celtics; the expectations of this team were high coming into the year as they always are for the Boston Celtics. But soon after, problems surfaced: There was the injury to Larry Bird, there were the difficulties changing over some of the roles of the veterans and there was the transition to a more uptempo approach.

On the floor, there was a difficult adjustment. Players such as Brian Shaw and Danny wanted to bust the ball up the floor and run at every opportunity. But then there was another segment of the team that has worked for so long, so effectively at the halfcourt style. The Celtics thus were trying to adjust to a new type of game while at the same time adapting (somehow) to Bird's absence.

However, I clearly do not want to place too much emphasis on Larry's return and portray him as a savior. It will take time to come back from the injury. No one knows how long it will take for him to recuperate from the surgery.

The conversation of the attitude has to originate from mental toughness. Somehow, in some way, the players have to collectively decide that the defeats will be avenged. That teams may be taking us on their home floor, but when they come into the Boston Garden, things will be different. There will be no Garden parties at our expense.

The problem this Celtic team faces is no different than their many predecessors. Teams will take a special delight in defeating the Celtics, because of the history of

the franchise. Whether there were players like Bob Cousy, Tom Heinsohn, Bill Russell, or a coach like Red Auerbach who starred at one time in this league, but now are only memories, teams still play the current Celtic teams as if those guys still wore the green. Opponents make their seasons by beating up on Boston. I know; I played with the Pistons, and that's how we viewed it.

The message that needs to be sent is that the Celtics are still legitimate. But in my view, the team needs to do some things (and I recognize that it is always easier to critique from afar). Still, with this qualification, the team needs to not only run, but they need to be more physical. There's been too much dunking and "high-flying" going on at our expense. Hey, if guys are going to dunk on our team, then we have to dunk back, and make them pay

the price. It's an interesting thing — the problems on the road are nothing different than confronting situations in life. It's difficult — hard work! — to win on the road, in an enemy arena. But as in life when you're forced to do things you don't want to do, nevertheless, for success, you must will yourself to do them. Winning away from the Garden was taught to this generation by guys like Paul Silas and Dave Cowens. The guys who are playing now still know what it takes.

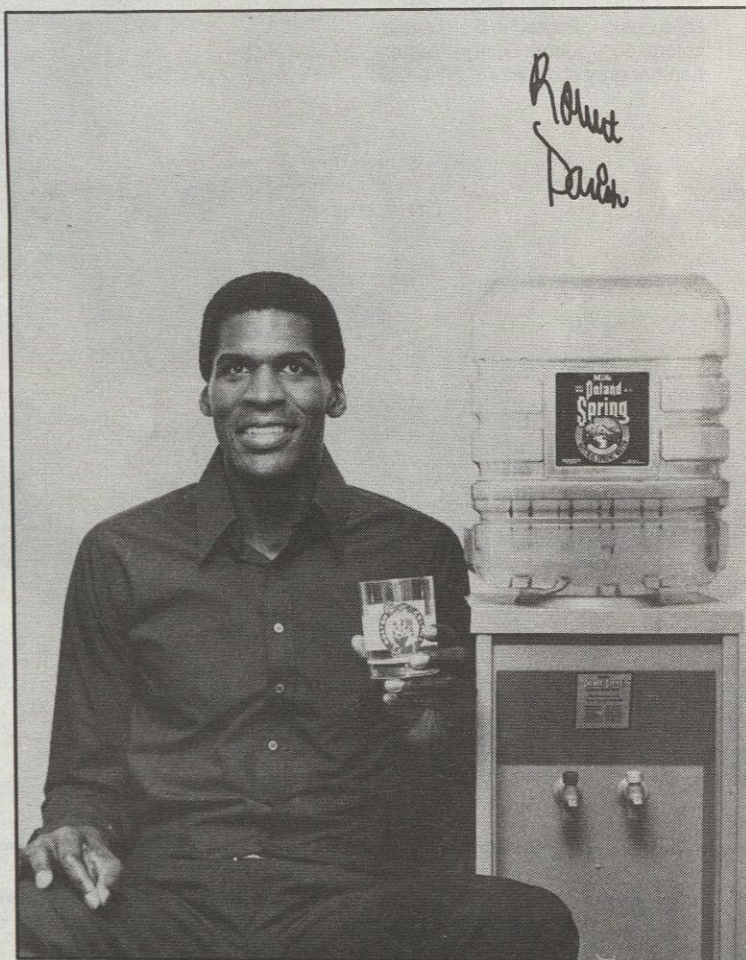
It's never easy to regroup when you're down, but what's needed is for the team to completely focus in on the task at hand. In other words, forget about the criticism in the press. Put aside individual concerns about playing time. Forget even for the moment the end results of wins and losses. Rather, pay total attention to Jimmy Rodgers' game plans, in a collective team blind faith. If the trap is called for — execute it. If a certain approach is called for, execute it, for 48 minutes. There must be an unwavering feeling of discipline. There isn't a margin of error with Larry out.

Individually, the guys ideally would be

scheming on how to come back. If there is a triple team on Kevin, there should always be a method on planning to exploit an advantage that's presented as a result of the opponent's strategy. That's what made K.C. Jones and Bill Russell so outstanding — scheming . . . And opportunities do exist for the younger guys! Reggie Lewis has won my respect — he's taken the possibility open to him and delivered in a big way. At this time, if the young players see that somebody needs to take over, they shouldn't hesitate. That will help the whole team and it will lift the spirit of the younger players when they're on the bench.

An obvious notion: It's hard to have fun when you're down. But basketball is still a game, and a game is fun. These guys play for pride at this level. Even with all of the lucrative salaries, athletic self-respect is still what counts most of all. The guys are basketball players and the game is still the same contest that it was in the playgrounds. Oh, it's in glamorous arenas and it's more refined and defined, but the best teams are the ones who are determined to go out and have fun with it.

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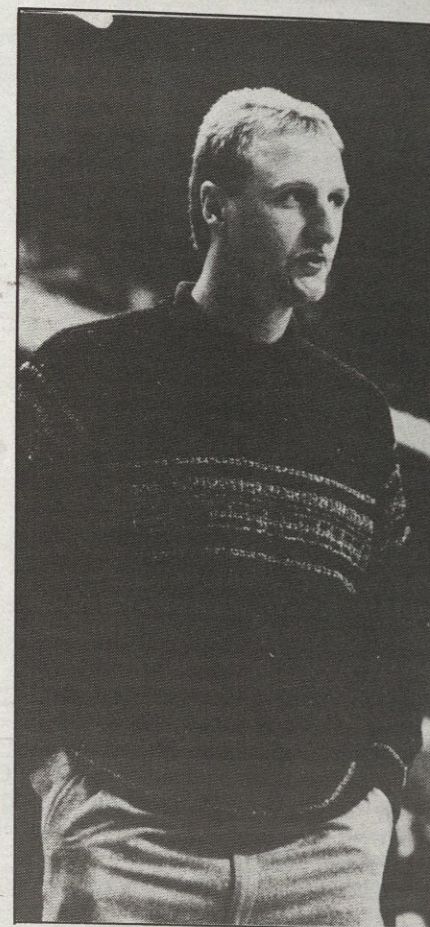
FEBRUARY 22

Ernie D. From the "Where Are They Now" department. Ernie DiGregorio, former Celtic and more significantly, former All-American guard at Providence College, was the subject of extended features last week by *The Hartford Courant* and by ABC-Sports. In another attempt to rescue his basketball career (previously DiGregorio had made belated efforts at a comeback as a player and then as a referee) Ernie D. is now the head coach of North Providence High School. At age 38, DiGregorio has become a coach in the city where he was revered, both as a high school athlete and as the graceful point guard at Providence College.

DiGregorio was the key player when the Friars made their heroic 1973 run to the Final Four, where they were eliminated in the semis. He was Rookie of the Year with the Buffalo Braves in 1974 but after suffering a knee injury in his second season, was never again a factor in the league. He played 27 games for Boston in 1978, mostly in contests where the Celtics were either far ahead, or trailing by boxcar numbers. He retired during training camp in 1980 after a tryout with the Celtics, and then failed another comeback attempt with the Nets in 1983.

Now after an aborted refereeing stint, Ernie D. is hard at it as a coach. "I'm pleased with the exposure I'm starting to get," he told Jim Shea of *The Courant*. "Hey, that's good. The more publicity I get, the more people will see that I'm serious about what I want to do."

The rap on DiGregorio has been his lack of professional commitment. He left the Celtics' camp without informing anyone and later left the Clippers' camp under similar circumstances. However, his disillusionment with the professional game wasn't entirely subjective. He had signed a lucrative contract as a rookie; but when it was found that he didn't have the quickness to compete after the knee surgery, he was one of the most publicly reviled players in the history of the sport. A sensitive man, he reacted poorly; with financial security, he bided his time. But now he



Larry Bird: Return Still a Question Mark

vows he'll be back.

"I want to coach in college someplace. It's something I'm certain about. I've had a couple of feelers.

"My philosophy is just to let the kids play. To have fun and look forward to the time they're out there playing basketball. I don't structure the game for these kids — kids at the high school level. I want them to learn the game, to pass, to cut. I've made North Providence into a run-and-gun team. That's the way I've played it. That's the way the pros play it. That's the way everyone should play it."

He is now 38 years old and he's proven to be very popular with his players, someone that the youngsters are able to communicate with easily. This is a vital ingredient for a man aspiring to coach at the college level, where recruiting effectively is necessary if a major college program is to succeed.

"I really enjoy coaching," he told Shea. "When you coach, you use your mind — it's almost better than playing." For another former athlete trying to make peace with life after the Game, putting the image of the whirling and spinning Ernie D. firmly in the background is now what's needed for Coach D. to proceed in basketball.

FEBRUARY 23

The Media, The Trade. Reports had been flowing into Boston on a nearly daily basis as the Celtics concluded their disappointing western trip: The low post players were fatigued and they were pleading for reinforcements. As the Celtics suffered their first five game losing streak since the 1978-79 season, word around the Celtics front office speculated that there were underlying chords of dissent rumbling within the confines of the team.

A report in *The Boston Herald* substantiated these fears when Kevin McHale

moaned publicly in print, that if players such as Waymon Tisdale, Herb Williams and Lasalle Thompson could be traded (somehow), even with the restrictions of the salary cap, then why couldn't the Celtics obtain one of these types of players?

Behind the scenes of course, Celtics General Manager Jan Volk was working as the eventual trade of Danny Ainge, et al, proved. The problem involved in exchanging players under the salary cap has to do with base pay; if the player in question has a base pay that does not fit in with the cap of a team, he simply cannot be obtained.

"I prefer to work quietly," pointed out Volk in *The Herald*. The results speak for themselves.

McHale and Volk exchanged friendly greetings when the team returned to Hartford, although McHale was upset that his friend, Ainge, had been traded. Asked about the arguments within the structure of the team, Robert Parish just shrugged his shoulders. "Listen, the media is always looking for things to stir up. We get along fine. In any group of twelve-fifteen people there are going to be arguments. You just go on and play. Nothing serious."

Another man who has decision-making responsibility in the organization had more to say about the media, however, in this trying sub-.500 season.

"Man," he said. "You try to cooperate with the media, but sometimes, every single conversation becomes news. Whether there's an angry word exchanged on the bench, and it's overheard, or a comment made after a game. I don't mind it being reported; I guess in this era, that's the job. But then they beat it to death. It seems to me the questions that are asked cause at least a good part of the problem."

"Then it does become 'news'."

FEBRUARY 24

Friday, February 24. Scouting. How are the Celtics perceived by a scout in the NBA, now that they have made the trade? According to Stu Jackson of the Knicks, they have made a move to help—and possibly hurt—themselves.

"I like the way they are playing," he commented during the Celtics victory over the Milwaukee Bucks in Hartford last week. "They have made a commitment to running the ball up the floor, and now they're doing it."

"They're like us in that respect. Always looking to push the ball up on every opportunity and that's something I haven't seen from them in quite some time. The addition of players like Ed Pinckney and Joe Kleine have to help them in that attack."

But Jackson had a reservation about the trade, partially based on the way his own team approaches the game. "What the trade does to hurt them however, is the absence of three-point shooting from their attack. Danny Ainge was their man in that category, and he could kill you with the threes."

"The shot is such a momentum play. You hit one of those, and if you are behind, you're back in it suddenly. At home, it picks up the crowd and it gets your team going. That was one of the first things we looked at when we saw they had traded Ainge."

It also affects the way the Knicks built their own team. New York acquired Kiki Vandeweghe from Portland in exchange for a 1st round draft choice this season. "He gives us an added dimension," commented Jackson. "We like to open up the

court and prevent double-teaming on Patrick Ewing, and this does it."

There had been reports that Knicks' coach Rick Pitino didn't want Vandeweghe—that the latter's preference for outside shooting (and Vandeweghe is an unstoppable offensive force, make no mistake about it—if fully recovered from his back injury) would subtract from the Knicks' pressing defensive style, but Jackson emphatically denied that.

"That report is totally false," he said. "Rick wanted Vandeweghe very much. He thinks he can play. He thinks Vandeweghe can put us over the top."

The top however includes teams like Detroit and Cleveland. The latter has had a feast of blocking shots against the Knicks, blocking eleven in one game and seventeen in another against New York.

"The Cavaliers are tough," he agreed. "What I didn't know about them was how great a player Larry Nance is. Nance gives them the dimension that is the only one missing from Brad Daugherty's game: He blocks shots."

Jackson also thinks that the trade of the Pistons for Mark Aguirre (in exchange for Adrian Dantley can help the Pistons. "I was watching one of the first games Aguirre played for Detroit and he looked like a totally different player. He was hustling constantly on defense, really working within the flow offensively, and still his same old one-on-one offensive force. If he plays like that, the Pistons will definitely be there."

FEBRUARY 27

Monday, February 27. Fighting the Basketball Press. In this borderline nightmare season, the Celtics were defeated by the Knicks, 122-110, on national television. The team rallied fiercely in the second half—but that was only after the damage had been done in the opening twenty-four minutes when Rick Pitino's Knicks pressed their way into a 20-point lead, 69-49. The Celtics worked hard in practice the previous day against this Knicks' strategem, but according to Robert Parish, to no avail. "We just didn't show any confidence or poise," he said. We never attacked the pressure in the first half.

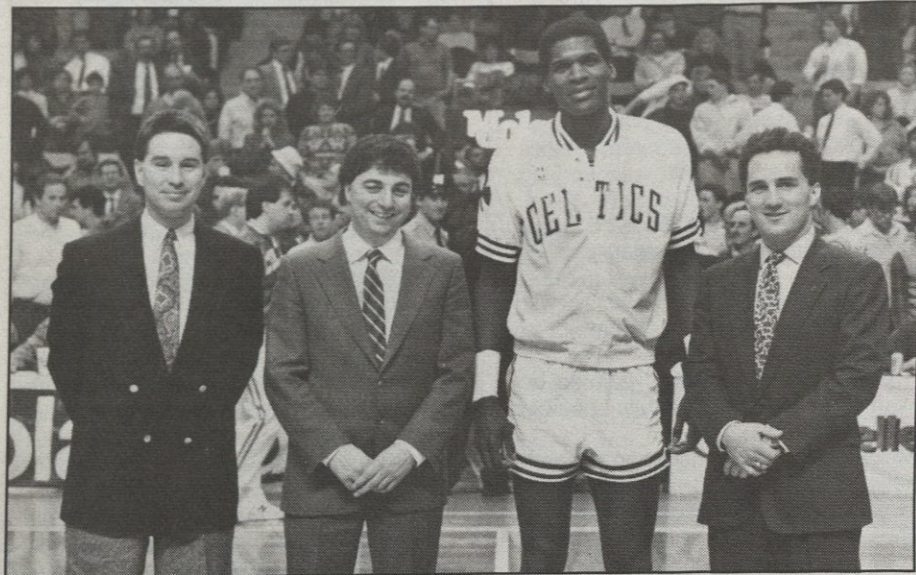
"That let their crowd (the game was played in Madison Square Garden) into the game and before we could get anything going, it was the third quarter. We can do better than that."

The famous home crowd-neutralizer was at home, watching on TV. But this day, in practice, Larry Bird returned and possibly the remedy to the close losses and road defeats is nearly at hand. Bird practiced with the team for the first time since early November. Although the results weren't totally satisfactory, because the pain in the feet remains, the sight of Bird practicing with the team was a definitive plus for the team.

"I'm encouraged, of course," commented Jimmy Rodgers. "Larry's out there, so that must mean he's closer to coming back. We're not going to push him beyond his limits, but his return will mean we can finally start putting this team together." And finding keys to success against 1st place teams. The key, however, came not in the practice before the game in New York. Likely, it was the day after when the team began actually envisioning Bird's return.



Robert Parish and Reggie Lewis named Gatorade/Celtics Pride Players of the Month

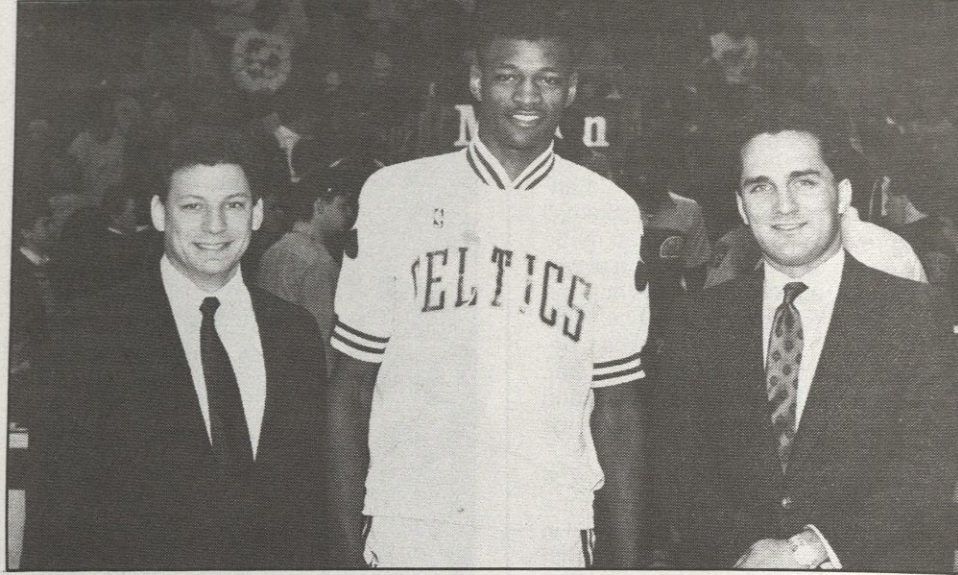


Phil Robichaud, Vincent Orlando, Robert Parish and Mark Lev

This season, Celtics Pride and Gatorade are proud to be co-sponsoring. The Gatorade/Celtics Pride Player of the Month Award presented to the player who contributes most to the overall success of the team each month.

During halftime of the January 9th game vs. the Los Angeles Clippers and the February 5 game vs. the Seattle SuperSonics, Robert Parish and Reggie Lewis were honored as the December and January Players of the Month, respectively.

As part of this award, both Robert and Reggie received cellular car telephones courtesy of Bay State Cellular Telephone, and, Gatorade and Celtics Pride will be donating a \$500



Scott Sidell, Reggie Lewis and Mark Lev

check to each player's favorite charity.

Pictured above Congratulating Robert Parish are Phil Robichaud (left), representing Gatorade; Vincent Orlando (second from left), General Manager of Bay State Cellular Telephone; and Mark Lev, Director of Advertising for Celtics Pride.

Pictured with Reggie Lewis are Scott Sidell, President of Bay State Cellular Telephone; and Mark Lev.

Congratulations to Robert Parish and Reggie Lewis, the Gatorade/Celtics Pride Players of the Month.

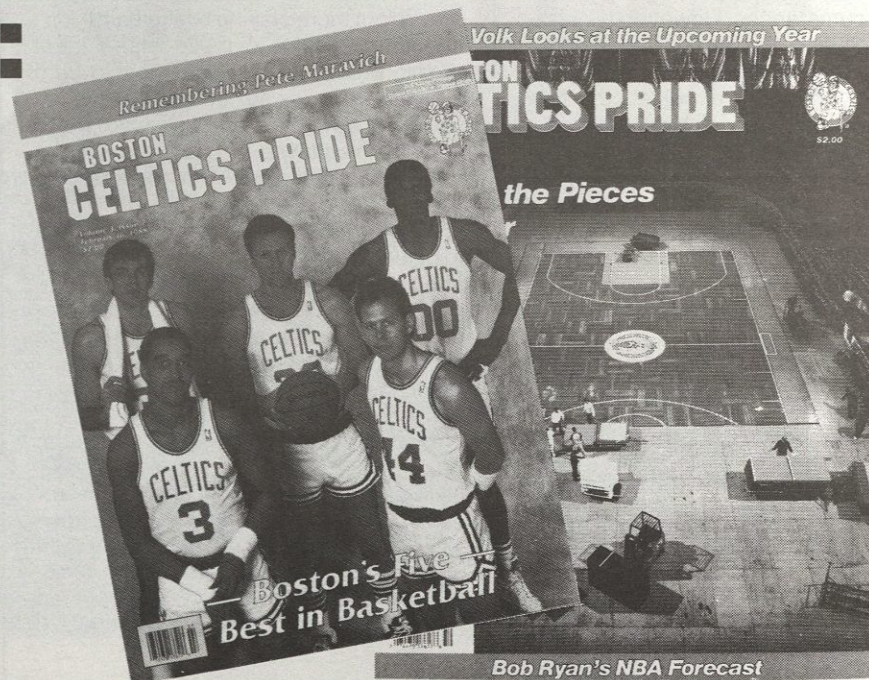
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From Hobby to Avocation

Donna Johnson is committed to the Artistic Dream

As the Celtics' roadswing continued through the West, back home in Boston Donna Johnson was involved with an important career step. Her artistry, featured in *Celtics Pride* in April of 1987, has advanced a quantum leap. Last week, she took part in The Museum of Fine Arts Black Artists Exhibition.

Johnson displayed six paintings at the show, including four black and white works and two in color.

According to an article in The Boston Herald, one of the paintings, "Madonna and Child," has received a bid of \$3,000.

"It's a matter of staying with the 'job,'" Johnson commented at the reception held for invited guests and the artists last week at the Museum School, where she is a first-year student. "I have made a commitment to paint; when it's time to go down to the studio to work, then I just stay in the room and paint."

"Sometimes it takes me days and days to get the work right."

One of her works that was featured centered on four black artists who have made a significant impact on her work. All have deftly defined features — profiles that meld into each other, facing in four directions.

"I take a particular pride in that painting," she said. "When I sit down to paint, I think of all the other painters, whose work has influenced me in both technique and in commitment. You notice that one of the 'portraits' appears to fade — his influence is less profound than the others. The facial features are more defined in the center, where they are integrated with the other three, but at the periphery, he's fading into the distance. I suspect that's how his influence affects me when I'm at work. The deeper I get into the work, the less I'm influenced by him or by others, for that matter. The more you work, the more you develop your own style."

Johnson is originally from Chicago, and she had worked as a model and in design before making the dual commitment to the Family and to painting. She and Dennis

have been married for eleven years and they have one son, Dwayne, who is eight years old. (Interestingly, when trade rumors were flying concerning Dennis several weeks ago, one of the player's greatest reservations about leaving Boston was his commitment to Donna Johnson's career. At that time, in an interview, he confided that he had asked his wife to move "too many times.")

Johnson had worked for several years to develop a comic strip character (also featured in the CP feature) but the move to the Museum represented a major commitment to her art. The works received some encouraging acclaim at the reception — there is a real sensitivity and talent apparent in the work.

Johnson told Joe Fitzgerald in *The Herald* on the eve of the reception, "Right now, in spite of everything, this is probably the most confidence I've ever felt in my life, and it's something I couldn't have envisioned when I went back to school a year ago." Returning to school at this stage of her life certainly lends credence to two different facts of American lifestyle: It is possible for a man or woman to have two

careers (or more) in their lifetime. And it is viable for a woman to work successfully professionally, even with a strong family commitment (which both Johnsons possess), even when the marriage includes the husband who is in a high profile position professionally himself.

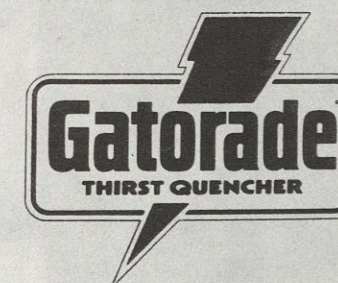
Several members of the Celtic family attended the reception for Johnson, including K.C. and Ellen Jones, Ann Lo-haus, Veronique Acres, Sylvia Carr, as well as close friends of the Johnsons who have known the family since they've been in Boston.

Enter the "Gatorade/Celtics Pride Player-of-the-Month Sweepstakes" and win tickets to see the Celtics play in Boston Garden!!

OFFICIAL ENTRY RULES

- 1. NO PURCHASE NECESSARY.** To enter the Gatorade sponsored sweepstakes for Boston Celtics "Player of the Month," please hand print your name, address, phone number, and your guess as to who will be chosen as player of the month on the Official Entry Form appearing in this ad or on a 3 1/2" x 5" card. Mail your entry to: **Gatorade "Player of the Month" Sweepstakes, P.O. Box 1354, Boston, MA 02277-1354.** Five drawings will be conducted (one each month from November 1988 thru March 1989) from among all eligible entries received as of the time of the drawing. Drawing dates are as follows: **November 28, 1988, December 28, 1988, January 25, 1989, February 27, 1989, April 3, 1989.**
- The sweepstakes begins **November 1, 1988** and ends when all entries are received on **April 3, 1989.** Entries received after April 3, 1989 will not be eligible for any drawings. Sponsor is not responsible for entries lost, misdirected or delayed in the mail. Enter as often as you wish, but only one entry per envelope. Entries mailed to any other address will not be honored. Limit of one prize per household.
- The following prizes will be awarded:
NOVEMBER: One pair of tickets to the Boston Garden game on December 7, 1988 featuring the Boston Celtics vs. Atlanta Hawks. **DECEMBER:** One pair of tickets to the Boston Garden game on January 9, 1989 featuring the Boston Celtics vs. Los Angeles Clippers. **JANUARY:** One pair of tickets to the Boston Garden game on February 5, 1989 featuring the Boston Celtics vs. Seattle SuperSonics. **FEBRUARY:** One pair of tickets to the Boston Garden game on March 8, 1989 featuring the Boston Celtics vs. Chicago Bulls. **MARCH:** One pair of tickets to the Boston Garden game on April 14, 1989 featuring the Boston Celtics vs. Cleveland Cavaliers. Only one pair of tickets will be awarded each month. Transportation to the games is not included as part of the prize. Total number of prizes is five (5). Approximate retail value of all prizes is \$300.
- Five random drawings will be conducted from among all eligible entries received by the drawing dates designated in Rule 1 above. Drawings will be conducted by an independent judging organization whose decisions are final. Official Entry Forms or 3 1/2" x 5" entries that are illegible or incomplete will not be eligible. All entries become the property of the sponsor. Winners will be notified by telephone at least 5 days prior to game date. In the event the winner cannot be contacted, an alternate winner will be chosen.
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BY THE NUMBERS

Celtics Finish Road Trip with Trade

The Celtics struggled valiantly but had a disappointing West Coast road trip, finishing 1-5, the lone win was a 99-91 victory over Sacramento. At the conclusion of the trip, the Celtics dealt Danny Ainge and Brad Lohaus to the Kings for Ed Pinckney and Joe Kleine. One of the key reasons for the trade according to Jimmy Rodgers was the team's inability to perform for 48 minutes. On the recent road trip, the statistics show that after the first two games on the trip, the Celtics led at halftime in Phoenix, in the first quarter in Los Angeles, tied after three quarters in Seattle (all losses) and throughout the game in Sacramento. In the Lakers' game, the Celtics fought back to within seven points five times in the last three minutes only to lose.

The Celtics' record when leading after three quarters was 25-6 after they defeated the Bucks 125-112 in the first game after the Ainge swap. Trailing heading into the 4th, the Celtics: 1-18.

Ainge's 3-point FG shooting, a source of controversy (much of it overplayed in the press) this season, will be missed: His shooting from that territory this season was 58-155 for .374. The remainder of the team: 10-95 for .105.

Kevin McHale. McHale had an excellent trip, averaging 24.6 ppg and 9.1 rebounds and shooting a team-high 54.8 percent from the floor. McHale led the team with 11 blocked shots and also led the team in minutes played, 39.5 per game. Had 26 points, 12 rebounds, 2 blocks at Los Angeles; had 25 points, 3 blocks at Sacramento; on return home in Hartford led team with 26 points with 6 rebounds and 2 blocks. 7th in league in FG%, .551 and 14th in scoring at 22.5 ppg.

Reggie Lewis. Shot 55-86 for 64% FGs

on trip; averaging 21.8 ppg. If that performance was extended to a full season, Lewis would rank 17th in NBA. Had 31 points, 4 rebounds and 4 assists in Houston; added 25 (11-19 FGs) for 25 points with 3 steals and 2 blocks at LA. Had 22 points, 11 rebounds at Sacramento with 11 rebounds (his career high). Return to Hartford a success: 21 points in 29 minutes.

Robert Parish. Parish continued a great season, leading the team in rebounding in 5 of 5 games on trip. Parish had 20 points and 15 rebounds vs. Abdul-Jabbar in LA and added 5 blocks; 22 points, 12 rebounds vs. Olajuwon (35 points, 19 rebounds). Times change. 19 points, 10 rebounds, 5 assists, 2 blocks vs. Bucks. Passing is the best of his career, according to Bob Cousy.

Brian Shaw. Shaw scored career high 31 vs Suns (14-20 FGs) with 8 assists and 3 rebounds. Had career high in assists against Bucks back in Hartford. 12 points, 7 assists in LA; 14 points, 6 rebounds at Utah; 11 points, 8 assists, 4 steals in Houston.

Dennis Johnson. A stabilizing force. Facing criticism about shooting, his ability to swing the ball remains key. 13 assists at Phoenix; 11 points, 4 assists at Houston, 6 points, 7 assists and 3 steals vs the Kings in 99-91 victory. Led team to win in Hartford with 11 points, 10 assists, one steal and one block in 34 minutes. Averaged 27.2 minutes per game on West Coast trip, 6.6 on season.

Ron Grandison. After long stretch of DNPs, Rodgers went back to being a solid role player in Seattle and Jimmy has stayed with him since. 3 points and 2 rebounds in 13 minutes against Sonics and 6 points in 7 minutes at Sacramento he followed this

effort with career best: 13 points, and 5 assists were career highs in 25 minutes at Hartford. Grandison's most significant playing time since 21 minute, 8 point, 3 rebound game in San Antonio on 12-30.

Jim Paxson. Hampered by groin pull, forcing him to miss games in Utah, Phoenix, LA. Played six minutes in Seattle for 3 points and played 14 minutes with 4 points and assist in win over Kings. Despite being bothered by injury—to both legs Jim had an important contribution in Hartford: 21 min., 7-12 FGs, 15 points and one assist. Rodgers counting on his outside shooting with departure of Danny Ainge. His 15 points vs. Bucks was his highest output since February 1 effort at Charlotte when he replaced an injured DJ and scored 17 in 28 minutes in 107-94 win.

Mark Acres. Probably at lowest point in season with his playing time reduced before the trade and then contracting the flu which sent him home before the game in Sacramento. Scoreless in five minutes at Houston but good effort in playing out

the string in a loss in Utah: 17 minutes, 4 points, 9 rebounds, 3 assists, reflecting that he still can play. 3 points, 1 rebound in 4 minutes at Phoenix. Strong stabilizing effort against Bucks in Hartford: 15 minutes, 2 points, 1 rebound with no turnovers in win.

Kevin Gamble. Rodgers told Bob Ryan of *The Boston Globe* that there may exist an opportunity for Gamble to display outside shooting wares with Ainge traded. Gamble had most meaningful minutes at Utah in 1st quarter appearance. In 12 minutes, 5 points on 2-4 FGs with 1 steal. Scoreless in 5 minutes against Kings; 3 points in 2 minutes against Bucks.

Ramon Rivas. Like Gamble, 1st quarter entrance in game against Utah and also like Gamble, his meaningful minutes as Celtic. In 8 minutes vs. Easton of Utah, 1-4 from field, 3 points, 2 rebounds and 3 PF. Scoreless in 2 minutes at Houston and scoreless in 9 minutes against Kings. 2 points and hustling offensive rebounding against Bucks in 125-112 win.



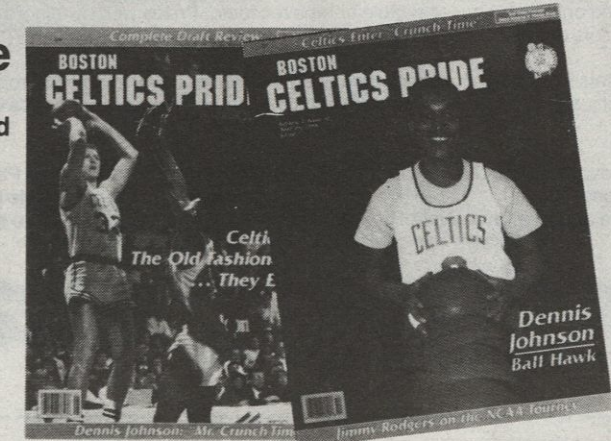
Kevin Gamble: More Playing Time Ahead?

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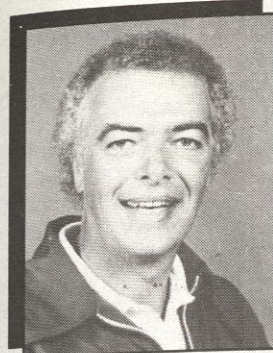


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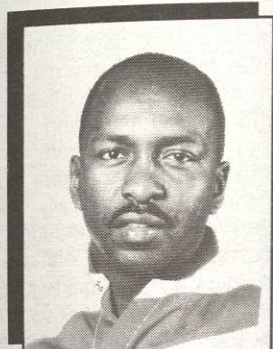
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Jimmy Rodgers

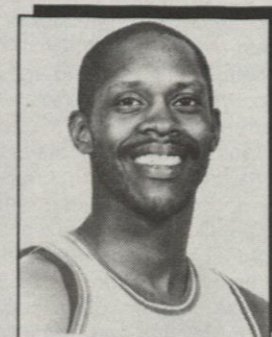
Jimmy Rodgers on the major trade between Dallas and Detroit, "I think Aguirre can fit right into Dantley's slot in terms of what they both can do. I think Mark is a tremendous talent and Detroit is also getting a younger player."

"The reason the Pistons could make a move like this is Dennis Rodman. He's the constant factor there. As with all trades, you really have to wait and see how it works out, but the Pistons have a little cushion here. If this was the right thing to do, they're going to be a stronger team. If it doesn't turn out to be a good trade for them, they still have Rodman."



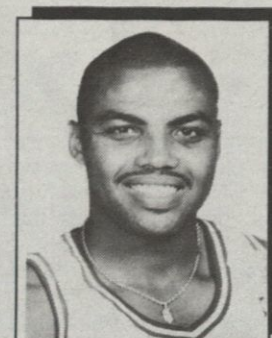
Moses Malone

Moses Malone to reporter Jeff Denberg upon hearing that former teammate Charles Barkley had called the Hawks the NBA's most selfish team: "Put this in your newspaper, Mr. Newspaper Man. Philly has the five most selfish guys in the NBA in one man."



Tiny Archibald

Tiny Archibald, former Celtic, on the adjustment of Dennis Johnson as DJ gets older. "DJ has to use what I call 'hidden experience.' You get to the point where you've got to use all the tricks. I'd be holding a guys shirt, and he'd say, 'You're holding me!' I'd say, 'No, that's good defense. You want to make a move? Cut. I'm coming right with you.'"



Charles Barkley

Charles Barkley on the NBA life cycle: "There will be another Michael Jordan, another Larry Bird and another Charles Barkley. God is so good to us. If someone told you five years ago a 6-foot-4, 250-pound guy would lead the league in rebounding, you'd say he was full of [censored]. If someone told you there'd be a 6-foot-10 guy from Nigeria who could outrun guards, you wouldn't believe it. If someone told you there'd be a white guy 5-foot-whatever who could play like John Stockton, you wouldn't believe that either. They just keep coming."

CELTICS

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MATCHING UP

1984 Celtics vs. the 1958 St. Louis Hawks

In the center of the storm clouds looming over the Celtics in 1989, the grappling with advancing age, and the discouraging ineffectiveness on the road, a retrospective glance at one of the present team's best moments is in order.

Against the 1958 St. Louis Hawks (led by Bob Pettit), who dethroned the early Russell-Cousy-Auerbach champions, the 1984 Celtics march forth with an impressive array of weapons. Larry Bird, MVP for the first of three consecutive seasons; Cedric Maxwell and Kevin McHale, dual inside threats, the former with tricky moves and glue-like defense, the latter Sixth Man of the Year at 6-foot-11; Robert Parish, a master of power and guile inside; and Dennis Johnson, a superb team player and defensive mainstay. Support players that season included Gerald Henderson, Danny Ainge, Scott Wedman and M.L. Carr. The Celtics that season outplayed the Philadelphia 76ers during the regular season to capture the regular season flag. In the playoffs, the Celtics defeated Washington, New York and Milwaukee and won a memorable Final over the Lakers.

The St. Louis Hawks were a relic that had one lasting team triumph remaining with them. If Russell and Cousy were redefining basketball's offense according to Auerbach's design in the late fifties, the Hawks were one of the teams, formerly successful, that were being left at the gate. The Hawks were not a fluke, they had a lot of talent. In Pettit, Cliff Hagan, Slater Martin and Ed Macauley, the Hawks had the necessary superstar as well as team-oriented support players. In addition, the Hawks were playoff tested, having played a stirring seven-game Finals with the Celtics the previous season, with the final game going into two overtimes before the Celtics finally decided the issue, 125-123. The Hawks were also blessed with a great coach in Alex Hannum. Hannum had played and coached the previous season and in his first season as bench coach exclusively, he guided the 1958 champions to a 41-31 regular season mark with playoff series wins over Detroit and the Celtics to win the title.

TEAM PLAY. The Hawks finished fourth (in the eight-team NBA) in point differential, scoring 107.5 ppg and allowing 106.2 ppg. However, the Hawks' strengths that season were in the categories of rebounding and passing. Meanwhile the Celtics averaged 112.1 ppg and allowed 105.6 ppg for a 6.6 point differential. This mark led the league. The Celts were 6th in rebounding and shot .500 as a team from the floor.

Interestingly, in the 1957-58 season, only Yardley, Schayes, Pettit, Lovellette, Arizin, and Bill Sharman of the Celtics averaged over 20 ppg. The best shooting percentage for a team was the .395 turned in by the Knicks. In contrast to this era, the 1983-84 scoring leader was Adrian Dantley, then of the Utah Jazz. Dantley averaged 30.6 ppg to edge Dallas' Mark Aguirre for the title, Aguirre finishing at 29.5 ppg. All of the top twenty averaged over 21 ppg.

MATCHUPS AND STRATEGY. Hannum's best moments as coach in 1958 with the Hawks and 1967 as coach of the 76ers were with teams that had a distinct physical advantage. None such largesse existed in this clash. Hagan would have



Larry Bird: The Celtics' Pettit

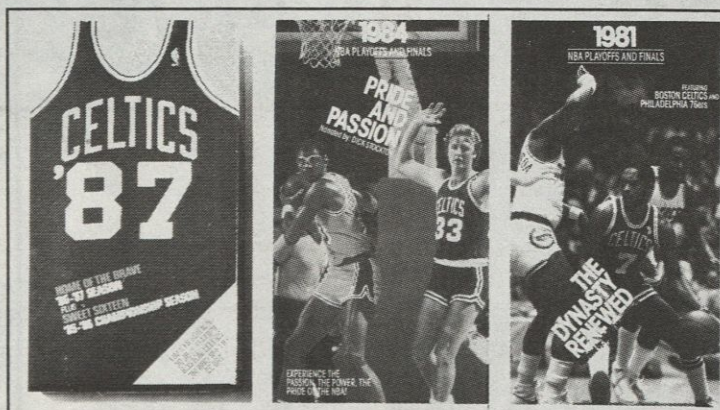
been forced to shadow Bird, with Pettit assigned to the "easier" task of the Maxwell/McHale tandem. This matchup would have been physically wearing on Big Blue, as would have been the matchup between Bird and Hagan. Johnson would have matched up with Martin and Henderson/Ainge on Jack McMahon. One of the ironic facets of this matchup would have been Parish against Macauley and Share. One of the primary factors of Auerbach's trade for Russell in 1956 was his opinion that the Celtics would never win a championship with his then-center: Ed Macauley.

"Ed was a great offensive player. But he was too light to win the battle of the boards," commented Auerbach.

SUPERSTARS. As with so many of these dream matchups, the very momentum of this series could have shifted dramatically if the respective team's superstar became hot and carried his team to victory. Pettit was outstanding in that championship season's playoff. In the deciding game (Game 6) that year, his 50 points won the contest, virtually single-handedly. Larry Bird often reminded veteran observers of Pettit. Pettit was a dominant inside player: a quick jumper, powerful on the offensive boards and a courageous superstar. Bird's game of course has thrilled fans of the Celtics and the NBA for years. His all-around game and determination to win that year carried the Celtics through some very rough times, including a critical 4th game road win in The Forum, 129-125 in overtime, when he hit the game winner with a Pettit-like turnaround over Magic Johnson.

THE RESULT. No contest. The Celtics, and if it went past five games, that would have been the upset. Parish, according to the coach of the Celtics that year, K.C. Jones, was a noble successor to Russell, and he would have controlled the inside play. That would have freed the Eighties Celtics, in their peak, to run the floor behind Johnson, set up in the halfcourt game for McHale, and thrive as Maxwell somewhat neutralized Big Blue. Auerbach would still be smoking his victory cigar...

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